

We topple

**KING  
KONG**

... send

**NETWORK**  
down the  
tube

... rip up

**MOVIE  
ADS**

... tarnish

**ACADEMY  
AWARDS**

... and  
finally  
blast

**CB RADIOS**



# MAD

IND

No. 192  
July '77  
OUR PRICE  
**60c**  
CHIMP  
33230



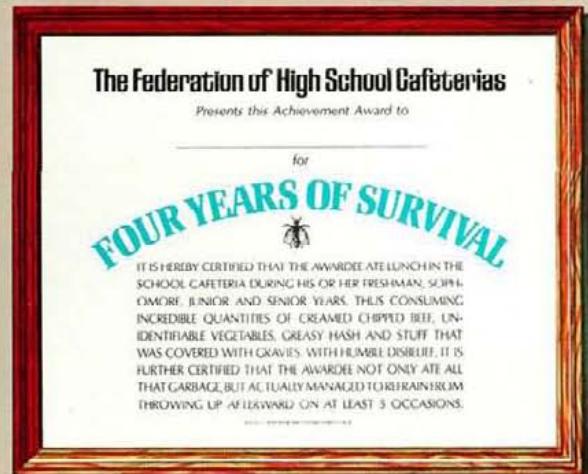
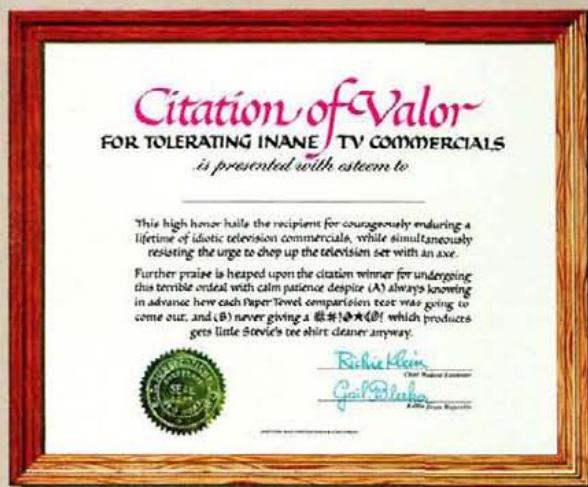
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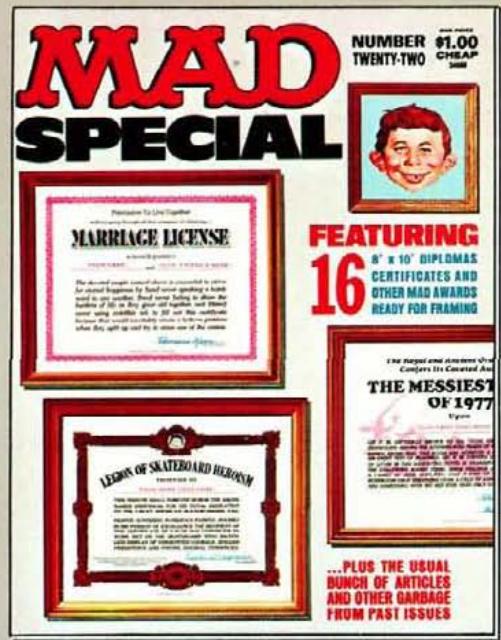
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NUMBER TWENTY-TWO



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# MAD

"Cast your bread upon the waters, and it will return...as soggy bread!"—Alfred E. Neuman

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JOHN PUTNAM *art director* LEONARD BRENNER *production*

JERRY De FUCCIO, NICK MEGLIN *associate editors*

JACK ALBERT *lawsuits*

GLORIA ORLANDO, CELIA MORELLI, JANET SERPICO,  
DAVID FRAZIER *subscriptions*

CONTRIBUTING ARTISTS AND WRITERS  
*the usual gang of idiots*

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# WHY KILL YOURSELF?



JUST BECAUSE YOU MISSED THE LAST ISSUE AT THE NEWSSTAND?

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## LAST OFFER AT THIS LOW PRICE

If you'll recall, our last offer for these full color portraits of Alfred E. Neuman, MAD's "What-Me Worry?" kid, suitable for framing or wrapping fish, was at this same low price! So was the one before that, and the one before that! Like, how could we charge more when we can't even sell them at this price? Order today! Merely send 35¢ for 1, 75¢ for 3, \$1.55 for 9, \$3.15 for 27 or \$6.05 for 81 to: MAD, 485 MADison Avenue, N.Y., N.Y. 10022



## LETTERS DEPT.



### THE SHOOTIEST

Dick De Bartolo's superlative retention of the mood and pacing of "The Shootist" film, plus his addition of funny lines and appropriate meter, indicate he'd make a damn fine scenarist; if he isn't one already. His understanding of "The Shootist" evolution is all the more admirable and perceptive as he slipped into a gear unlike his "Towering Sterno", "Poopsiedown Adventure" and "The Omalous" triumphs!

Arthur Greenwald  
Pittsburgh, Pa.

High caliber, high explosive, high comedy!

Rich King  
Spokane, Wash.

What a unique opportunity for Mort Drucker to line up his sights on all those "shooting stats" and durable character actors. John Wayne never had it so good in ink.

Sally Mudge  
Rochester, Kent  
England

A secondary perusal of MAD art is always rewarding. Like concentrating on details and finding those darling Pigs-In-Bananas on Widow Bland's stove.

Rachel Ralston  
San Francisco, Calif.

I think Drucker and De Bartolo made a bigger hit than the movie makers!

Jim Hash  
Appomattox, Va.

### MAD "DEATH" ANNOUNCEMENTS

After reading Frank Jacobs's "MAD 'Death' Announcements" I happily announce the death of intelligence in MAD. Services should be held immediately, if not retroactively!

David Gomes  
Anaheim, Calif.

"'Death' Announcements" died on the table!

John Donart  
Princeton, Kan.

Joey Nespor  
Is Grieved To Announce  
The Death  
Of His MAD Magazine Collection  
Following An Unexpected Cleaning  
Of His Room  
By His Mother  
Mrs. L.J. Nespor

On Friday, The Fourth Of March  
Nineteen Hundred And Seventy-Seven

Joey Nespor  
Columbus, Ohio

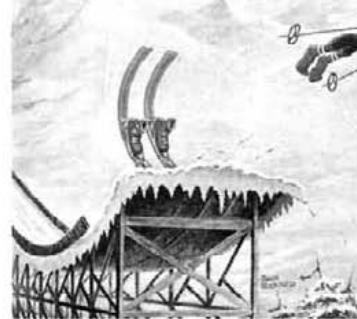
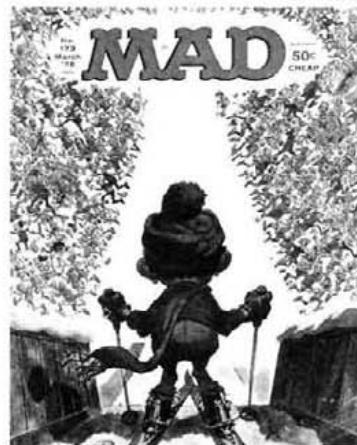
## ORIGINAL COVER, MOMENT LATER

"Presenting The Original MAD Cover, And One MAD Moment Later!", by Rickard and Edwing, is a brain-game of possibilities that have often occurred to me as I've contemplated my array of MAD covers. Fabulous follow-ups!

Ted Schwartz  
New Haven, Conn.

Talking about "Original Cover, Moment Later", your best example is your ski cover mishap on the very same issue. The #190, April '77, cover is the aftermath to your #173, March '75, ski cover.

Don MacEwan  
Salem, Oregon



### ONE MORNING BACK ON MAIN STREET

Don Martin's "One Morning Back On Main Street" was entirely unreal. First, nobody was getting mugged. Second, there was no doggy-do or litter in the street. Third, there was no graffiti on the wall.

Pablo Mahoney  
Tollhouse, Calif.

That sidewalk sequence is concrete evidence that Don Martin should throw in the trowel!

J.J. Kramer  
Dryden, Mich.

### IF BUSINESSES OFFERED "NO-FRILLS"

MAD is a "No Frills" magazine!

David L. Arnold  
Ridgecrest, Calif.



**KONG-PHEW DEPT.**

Well, that old loveable ape is back in the movies. We're referring, of course, to Dino De Laurentiis. Clever Dino has taken the old classic, "King Kong," and he's up-dated it . . . he's put it on the wide screen in color . . . he's invented new special effects . . . and he's added something new: Humor! Yessir, it seems they decided to play this remake for laughs! Unfortunately, they don't go far enough! Because all they end up with is

# KING

Gentlemen . . . welcome aboard our ship, "The Petlox Explorer"! I had to wait until we were on the high seas to tell you where we plan to look for oil! Not at the bottom of the ocean . . . but on a desolate, uncharted fog-bound island . . .

Gee, I was wondering how you expected us to look for oil on the ocean floor with only seven feet of PIPE on board!!

Man . . . it takes guts to gamble on finding oil on an island that no one's ever seen before!

Well, Fraud Winsome has plenty of guts! I know because I watched him heave them up all over my cabin during that last storm!

Let me tell you what a satellite photo of the island reveals about its composition! First it contains pre-hydro carbons! Next, radical binocular nitrogens! Third, excess carbon dioxide! And last . . . artificial flavorings and coloring! Now, we

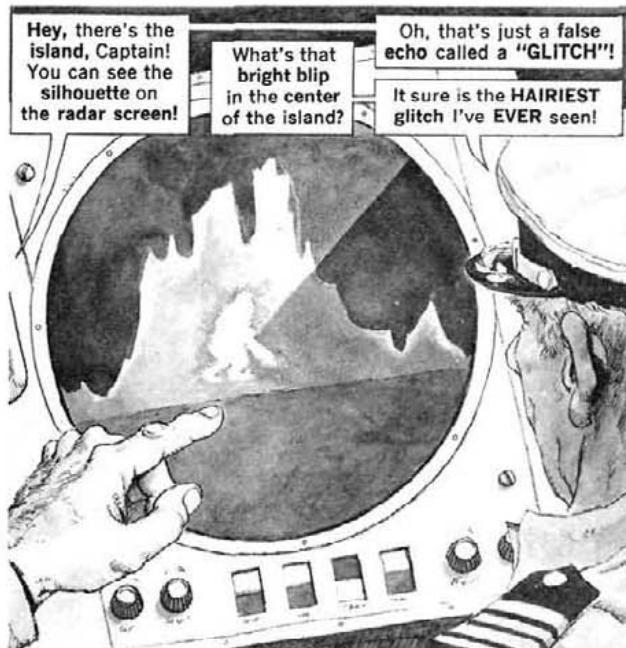
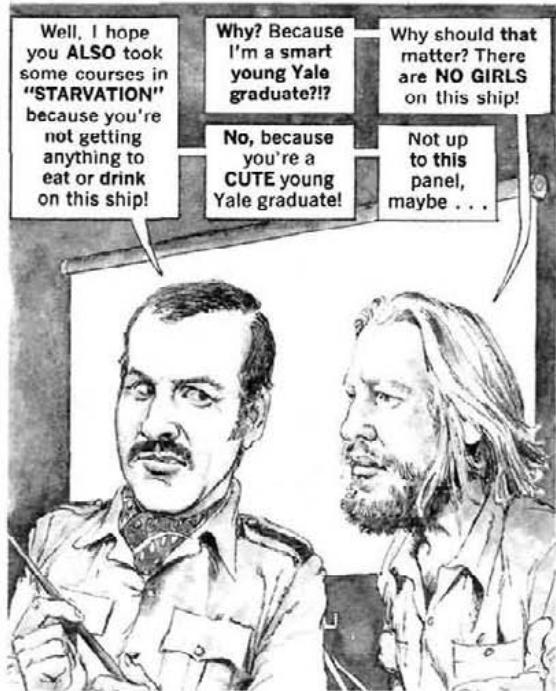
May I take a minute to break in here? I'm not officially signed on this ship . . . so let me introduce myself! I'm Hack Presslot! I'm from Yale University, where I majored in "Gigantic Primate Behavior", and minored in "Stowing Away Aboard Ships" . . .

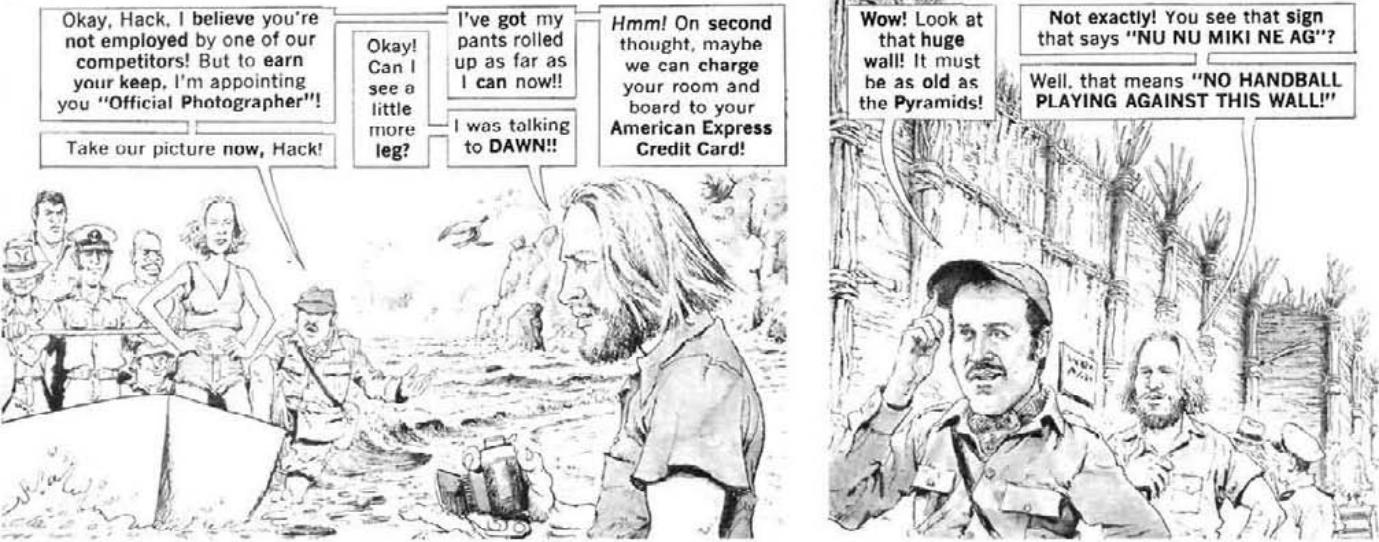


# KORN



ARTIST: HARRY NORTH, ESQ.  
WRITER: DICK DE BARTOLO



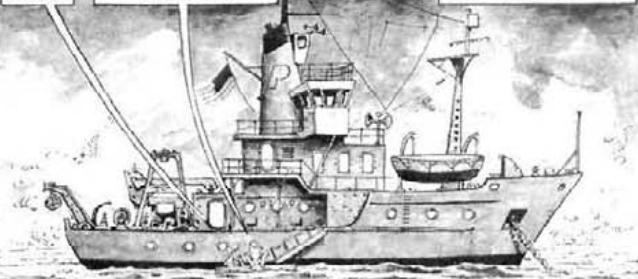


Where are you going THIS time of night, Hack?

To the island . . . to get my equipment back! Man, my cameras are the most important thing in my life right now!

Oh . . . ? Too bad! I—I was kind of hoping you might come to my cabin!

Well, what do you know?! I just lost all my interest in photography!! Why don't you slip into something comfortable, like your bed, and I'll go brush my teeth!



Hey!! What the—?

Why is it I have so much trouble staying on ships?

If I'm not getting thrown off, I'm being taken off!!



Come on, guys! I'm not in the mood to meet anybody new tonight! And besides, I already HAVE a heavy date!

Will you lay off, fellas? Listen, I appreciate the non-stop drumming and the thousands of torches, but I'm not really INTO "Discos"!!

Tell you what! I'll give you my telephone number and maybe we can set something up for next week! Okay?



Hey . . . just one minute! Where do you think you're taking me?!? Look, I dig tall, dark, hairy men . . . but THIS is ridiculous! Put me down now! I will not go home with you!

Well . . . maybe for a little while! But I have to be back by 10 o'clock!

Okay! By 11 o'clock! But not a minute later!

It would be different if this were on a week-end, King! But it's a Tuesday! Who stays out late on a Tuesday?!



We're too late! King has already taken Dawn . . . !

Any ideas where?

Well, there's a small candle-lit restaurant overlooking the lagoon next to a motel! That would be my best guess!

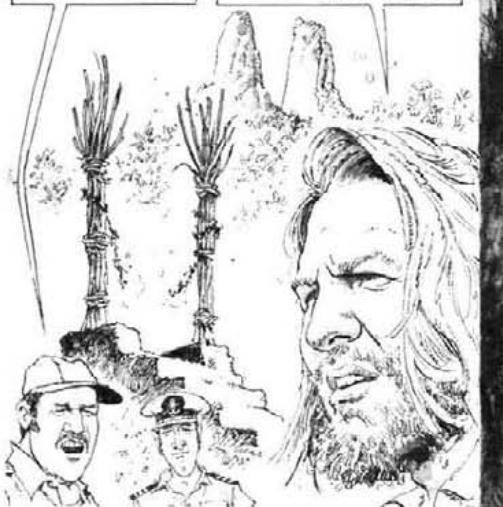
We've got nothing to go on! There are no footprints . . . just those great big holes through the jungle!

Those aren't HOLES, you idiot! Those ARE the footprints! C'mon . . .

Y'know, King . . . as big as your hands are, I've had less trouble with you than with most of the men I've dated!

You're not a bad ape! First, you gave me a bath in a jungle pool, then you blew me dry, and now you've brought me a couple of eggs for breakfast . . .

Er . . . you wouldn't happen to have a twelve-foot frying pan, would you?!!



I've checked out the sample we took from the island, and it's 100% pure oil all right... exactly up to Petlox's rigid standards...!

YAHOO!! And coming here was all MY idea, Baggy!!

As a matter of fact, it IS Petlox oil!! The natives here import it from the mainland in barrels! As for the island itself, it hasn't got a single drop!

Too bad coming here was all YOUR idea, Baggy!

I refuse to go back to America empty-handed!

Why don't we visit that Native Souvenir Shop?! We could pick up a few more of those trinkets you went ape over...!

That's it! That's it! You just said it! What an idea!!

You mean, take King back to America???

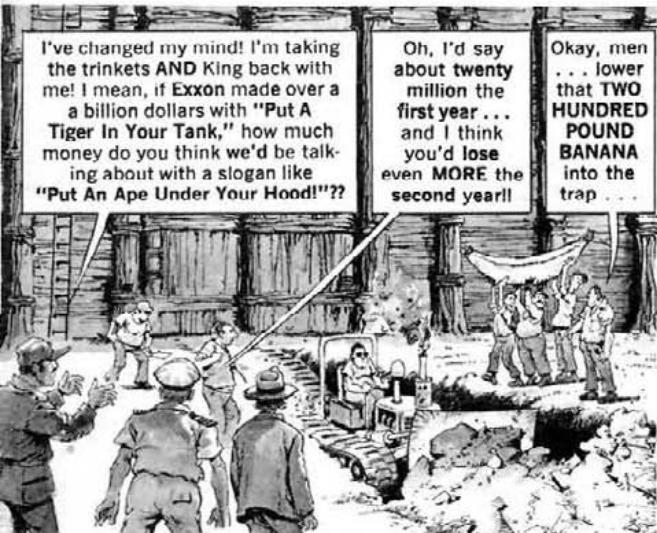
No... pick up a few more of those trinkets!



I've changed my mind! I'm taking the trinkets AND King back with me! I mean, if Exxon made over a billion dollars with "Put A Tiger In Your Tank," how much money do you think we'd be talking about with a slogan like "Put An Ape Under Your Hood"!?

Oh, I'd say about twenty million the first year... and I think you'd lose even MORE the second year!!

Okay, men... lower that TWO HUNDRED POUND BANANA into the trap...



Here's an update on King! Dawn and Hack have gotten away from him... and King's position now is four hundred meters northeast of Checkpoint Charlie!

Got it! And what's OUR position right now?

Let's see! Your position now is three hundred and ninety-nine meters northeast of Checkpoint Charlie!!

Right! That warm tropical breeze on your back is KING'S BREATH!!

In other words...



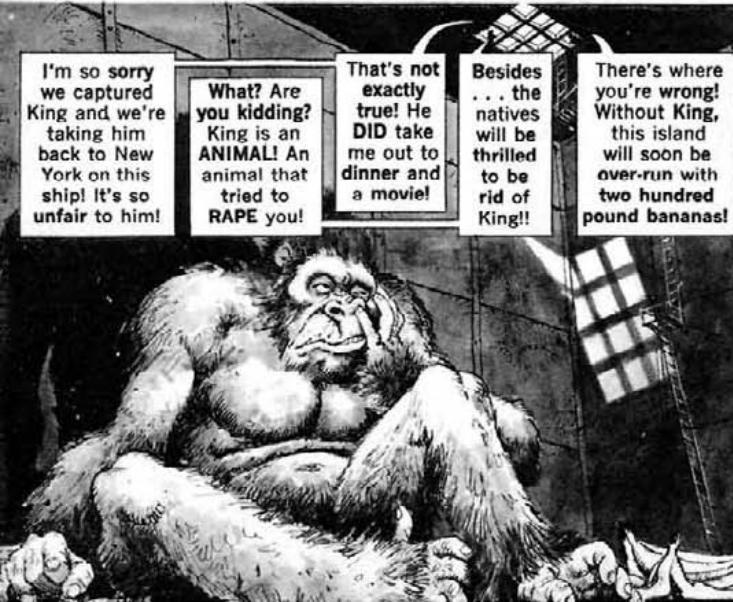
I'm so sorry we captured King and we're taking him back to New York on this ship! It's so unfair to him!

What? Are you kidding? King is an ANIMAL! An animal that tried to RAPE you!

That's not exactly true! He DID take me out to dinner and a movie!

Besides... the natives will be thrilled to be rid of King!!

There's where you're wrong! Without King, this island will soon be over-run with two hundred pound bananas!



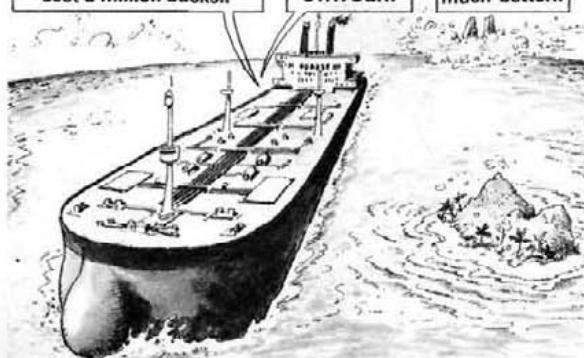
I've been thinking of ways to exploit King! I could star him in a BALLET... with Nureyev and Fonteyn and Weiss!

Nahhh! That's no good! A TUTU for King would cost a million bucks!!

I've got another dynamite idea! We have a big Double Wedding! You'll marry Dawn, and I'll have King marry THE STATUE OF LIBERTY!!

Who'd want to marry a STATUE???

Listen, yours might not be much better!!



I'm quitting this circus, Fraud! I just can't stomach this cruel, disgusting exploitation of King!

If you go with him, kid . . . if you quit on me now, I'll make sure you never get another booking in Show Biz! You'll end up tap dancing at Rotary Clubs!

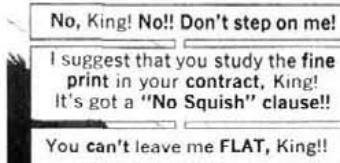
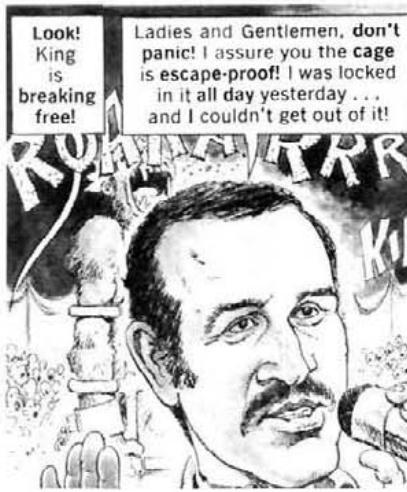
Gee, that doesn't sound so bad . . . especially since I can't tap dance now!

Ladies and Gentlemen, I'd like you to meet the biggest chimp in the world!

Th-thank you for that wonderful introduction! The introduction was for KING!! I said "Chimp" . . . not "CHUMP"!

Listen, all you reporters! Don't get so close to Dawn! King will think you're trying to tear her clothes off!

Hey, kid! Mind your own business! We ARE trying to tear her clothes off!



No, King! No!! Don't step on me!

I suggest that you study the fine print in your contract, King! It's got a "No Squish" clause!!

You can't leave me FLAT, King!!

Do you think we're safe on this train, Hack?

Of course we're safe! King doesn't have a subway token . . . so they'll never let him on!

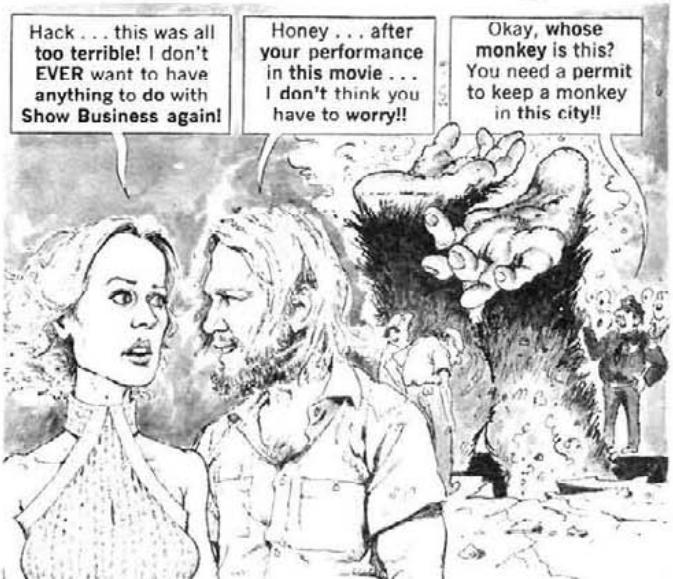
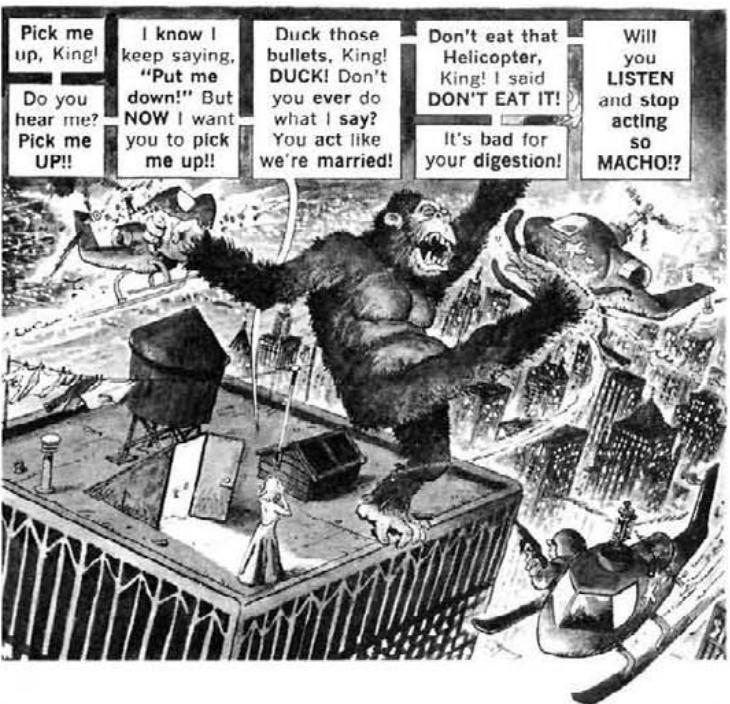
Put this train down this instant, you great big juvenile delinquent ape!

Hey, is this 42nd Street? Can you drop me at 42nd Street?

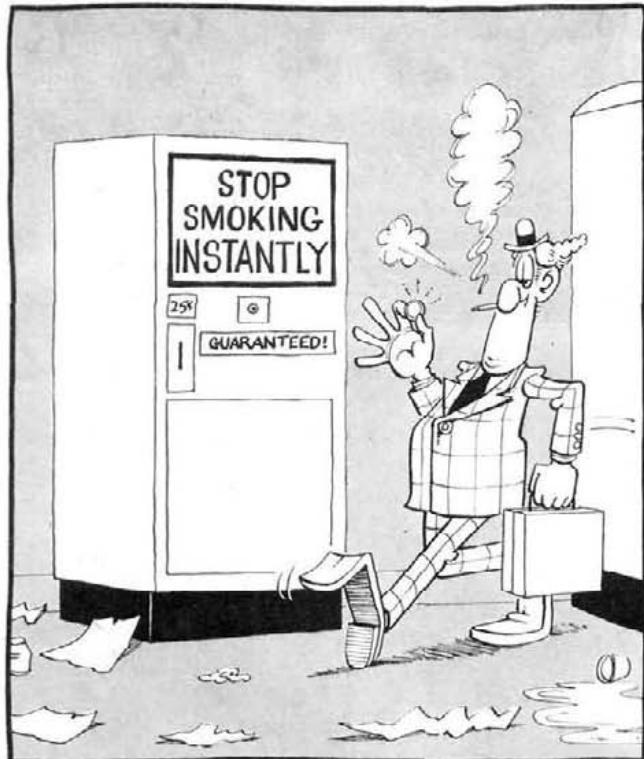
Oh, my God! He's gonna roar again! I can't stand it when he roars . . .

I know what you mean! The sound is enough to KILL you!

FORGET the sound! It's the BREATH that'll kill you!



# ONE DAY IN PHILADELPHIA





#### AERIAL BOREFARE DEPT.

Americans are fad crazy. Remember several years ago . . . how the Hula Hoop swept the nation? Millions of Americans spent hours twirling those round plastic hoops on their hips. Well, the latest thing Americans have taken to is Citizen Band Radios. But trying to spin a Citizen Band Radio around

# A MAD LOOK

ARTIST: JACK RICKARD

## THE HANDLE

A CB Radio buff never uses his own name. Instead, he uses a made-up name, or "handle," which is supposed to describe

him. But, since no one can see him, the "handle" he picks out usually describes him as he wishes others to see him.

### HERE ARE SOME SAMPLE CB RADIO "HANDLES"



"Big Stud"



"Tycoon Tom"



"Sexy Venus"



"White Knight"



"Jail Bait"

## THE CB RA

The most popular code used by CB'ers is called the "10-Code." Some examples of the "10-Code" are . . .

10-4	.....	O.K., Yes
10-1	.....	Receiving poorly
10-2	.....	Receiving well

What many novices do not realize is that the "10-Code" goes up into the hundreds. For example . . .

10-100	.....	Restroom stop
10-200	.....	Police needed at _____

But what even experienced CB'ers don't realize is that for the elite . . . the tried-and-true CB'er who's been at it for years, there's even a higher, more specific "10-Code." For example . . .

10-2, 354	.....	My pantyhose is caught in my front left door
10-3, 459	.....	The mangos in my trunk are rotting
10-4, 768	.....	I don't think I've got enough money for the toll
10-5, 745M	.....	There's no toilet paper in the Men's Room at the next Texaco station
10-5, 745W	.....	There's no toilet paper in the Ladies Room at the next Texaco station
10-5, 756	.....	I don't think I can hold out for another station



their hips is difficult and expensive. So they've given up the idea and started using them for communication. There are over 15 million CB Radios now in use, and over 500,000 new licenses being issued monthly. Obviously, MAD can no longer ignore the CB Scene, unless we junk this article called



# ATCB RADIO

WRITER: DICK DE BARTOLO

## THE EQUIPMENT

4 watts is the maximum power output any CB rig can have. This has been established by the Federal Communications Commission.

So all CB'ers have 4 watts . . .



... but some CB'ers have 4 WATTS!!



The great advantage CB Radio has over telephone is that you can communicate with other CB'ers, and you don't have to pay the telephone company one cent!



That's right! Just get on your rig, and racketjaw away! It's ALL FREE!

Now the CB unit I recommend for you will cost \$239.99 for the base station, \$199.95 for the mobile station, \$93.24 for the antennas, \$39.95 for the special microphone, \$42.50 for

## ADIO CODES

In addition to the numbers codes, CB'ers love to use verbal codes. These codes vary from region to region, but some typical expressions follow . . .

BREAK, BREAK	What often happens to your antenna, antenna
BEAR TRAP	Police with radar
BEAR CAVE	Police station
BEAR ASS	Policeman on donkey
GOOD BUDDY	What the salesman who sold you \$875 worth of CB equipment considers you
EIGHTEEN WHEELER	Large truck, or 9 guys on bicycles
MERCY SAKES	#@\$%&@#\$%&@!
DOUBLE BUFFALO	55MPH, or "I just picked up two hitchhiking bison!"

And of course, CB'ers never use the word "yes." They've shortened it considerably!





## OTHER PRACTICAL U

NOT ONLY ARE THE MOTORIST AND THE HOBBYIST USING RIGS. MORE AND



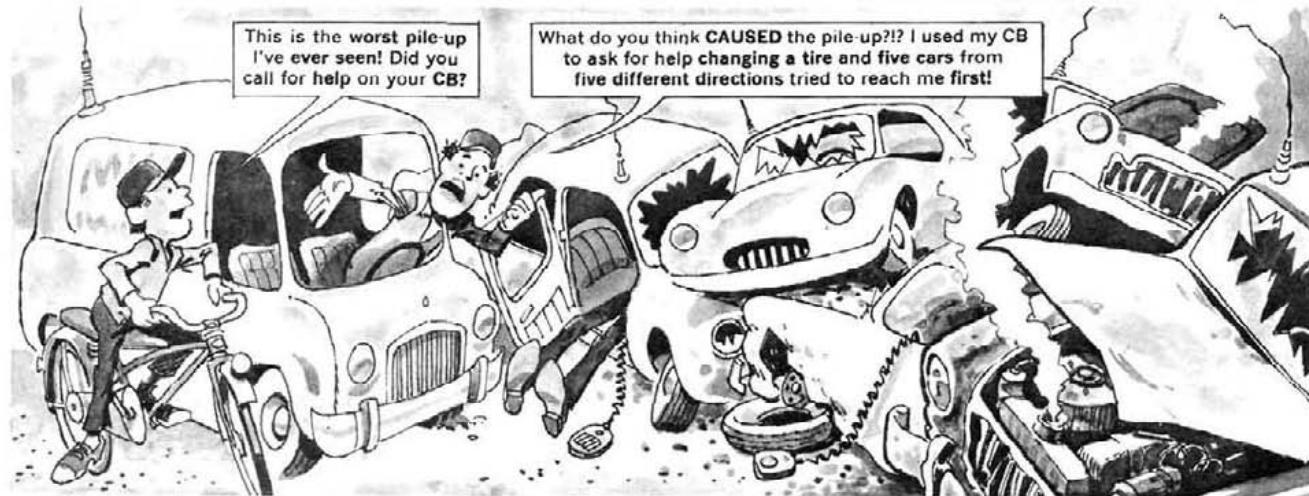
## AN IMPORTANT TIP

Although you can talk to a person on a CB radio, anybody else that's tuned to that channel can hear your conversation.

Okay, Swinging Sally, this is Lonesome George saying a big "10-4" to meeting you for a drink at the Softlight Cafe!



# MUNICATING ON CB

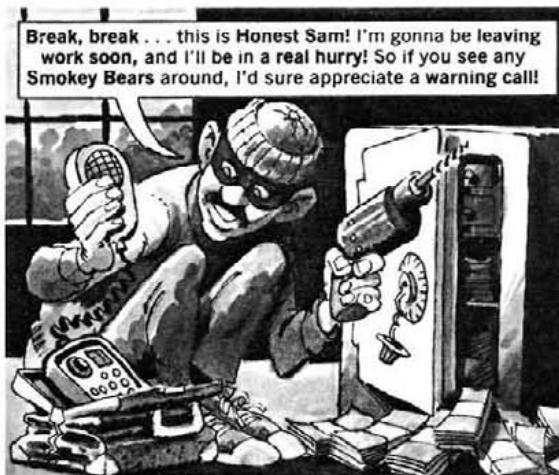


## USES FOR CB RADIOS

MORE PEOPLE ARE FINDING OTHER NEW AND EXCITING USES FOR CB RADIOS

### EDDIE'S CB DRIVE IN

#### GIVE US A SHOUT AND WE'LL BRING IT OUT!



## THE FUTURE OF CB

As we've said, there are over 15 million CB radios in use right now, and more being bought every day. So many that the FCC has added 17 more to the 23 existing CB channels, for a total of 40. There's only one problem . . .

All 15 million present CB'ers own 23 channel rigs, and those channels are too crowded to find anyone to talk to.

And the folks who bought the new 40 channel receivers will also have difficulty finding anyone to talk to . . .





**BERG'S-EYE VIEW DEPT.**

## THE LIGHTER SIDE OF...

# MOR



What a disgusting thing to  
see the first thing in the  
morning! "Old Hairy Face"!

Yeah! Why don't  
you cut off that  
dumb beard, and  
be clean-shaven  
... like Daddy!!

Like  
DADDY?!!  
That's a  
heck of an  
example!!

In the morning when he shaves,  
everybody's banging on the  
bathroom door, waiting to get  
in! As a result, he ends up  
looking REALLY DISGUSTING!!

And here he comes now . . .  
"OLD TOILET PAPER FACE"!!



# NINGGS

ARTIST & WRITER:  
DAVE BERG



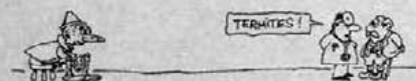
Well, well! Look who's here!  
A diller . . . a dollar . . .



You should have been in  
school an HOUR ago!!

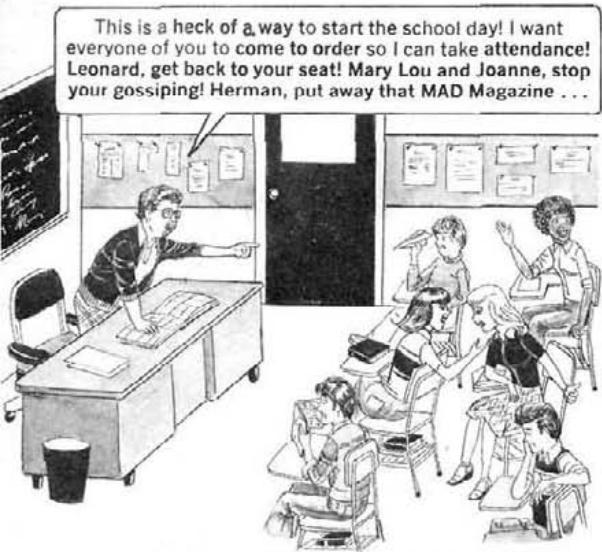


Why? Did I miss something???









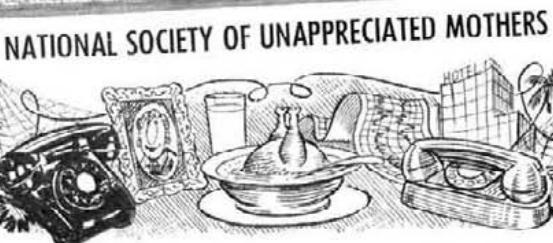


Modern Society demands that our lives conform to set patterns. And, worse yet, we aren't even allowed to stop conforming after we die. That's because the Wills we leave behind are drawn up by lawyers who all write the same legal-ese double talk. Every "whereas" is identically placed, and only a few different names prevent one Will from looking exactly like every other one. We here at MAD now offer you the opportunity to be a rugged individualist before you die . . . and also afterward. So just rip out and fill in your own appropriate selection from the following assortment of

# MAD FORMS FOR PERSONALIZED WILLS

ARTIST: ANGELO TORRES

WRITER: TOM KOCH



## LAST SIMPLE REQUESTS THAT CERTAINLY WON'T PUT ANYBODY OUT

To My Beloved Children:

1. See? Didn't I tell you I'd die? Well, now you know I wasn't exaggerating. Maybe next time you'll take a minute to listen when a person has symptoms.

2. Make sure I get laid out wearing gloves. Heaven forbid that your friends should see how rough and red my hands got from all those years of keeping house for you, not that I ever once complained.

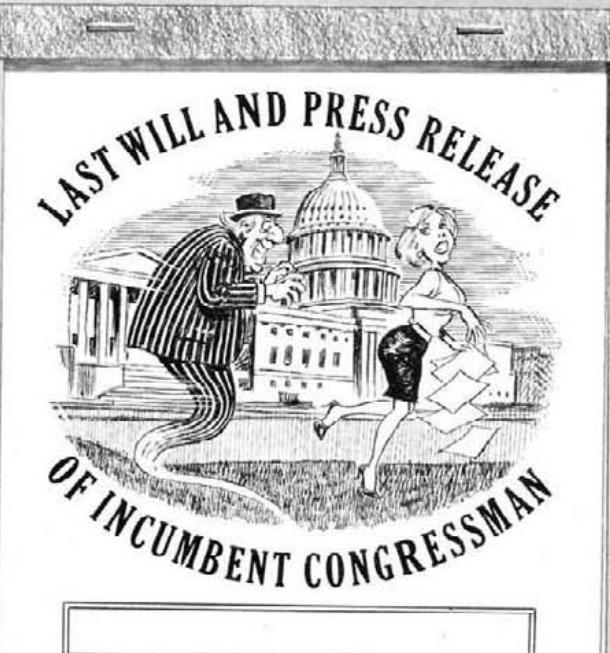
3. Don't waste your good money on sending flowers to me at the mortuary. Use it to buy something nice for yourselves, as usual.

4. Getting to the only part of this you care about, namely who inherits my money, the answer is nobody. For once, I've decided to put my own wishes first and

- (A)  take it with me.
- (B)  buy a comfortable, furnished mausoleum.
- (C)  have my body sent on a world cruise.
- (D)  spend my winters in a Florida cemetery.

(CHECK ONE)

(a/k/a Mom)



First, let me silence the vicious lies being spread by the opposition about the effect of my recent death on my future political plans. Let me assure you that I still intend to run for re-election in 19\_\_\_\_, so I may continue to serve my constituents as capably as I have in the past.

Meanwhile, I am proud to announce that my estate is to be distributed with the same openhanded generosity and lack of prejudice that were my loveable trademarks when I was still alive.

Recalling that some of my best friends were \_\_\_\_\_, I leave the sum of \$\_\_\_\_\_ to "The Loyal Sons Of \_\_\_\_\_", and all the wonderful foreigners who compose its membership.

To \_\_\_\_\_, who has always been a credit to his race, I bequeath \$\_\_\_\_\_. And to help him overcome his ethnic disadvantages, I leave \_\_\_\_\_ the sum of \$\_\_\_\_\_.

Whatever funds remain shall be spent on having my private papers shredded.

## INSTRUCTIONS FOR WHILE I'M AWAY LEFT BY NOTED SPIRITUALIST



1. By the time you read this, I will have departed for the Other Side of the Cosmos, where I plan to stay until 19\_\_\_\_\_, when I shall return as:
  - Prince \_\_\_\_\_, rightful heir to the throne of \_\_\_\_\_.
  - Inter-Planetary Space Flight Cadet \_\_\_\_\_.
  - \_\_\_\_\_, winner of the 19\_\_\_\_ Kentucky Derby.
2. Until then, please see to it that my estate is put into sound, conservative investments. I would hate to return and find myself so broke that I'd have to start all over again.
3. If you need to get in touch with me about anything in the meantime, just knock three times on the dining room table, and I'll hurry back.
4. Please don't clown around by knocking on the table just to show off for your friends, as I don't want to stop what I'm doing and have to rush back here every time I hear some idiot knocking.

Until we meet again,

## THE HEIRS AND INHERITORS TOUT SHEET

**HOT, INSIDE  
TIPS ON THE  
ESTATE OF  
HONEST BOOKIE**

Today's top event is the "Divvying Up Of The Purse Of The Deceased," a Claiming Race carrying First Prize money of \$\_\_\_\_\_. With a large field of entries expected to turn out for this Will Reading, most late starters are relegated to the ranks of the longshots, and only a few favorites emerge. Here's the rundown:

ENTRY	ODDS	EXPERT OPINION
(1) GRIEVING WIDOW	6-5	Has inside track against the field.
(2) GREEDY OFFSPRING	3-1	Tried to look better in recent outings.
(3) SECRET LOVER	7-2	Moving up fast. Could take it all.
(4) DISTANT COUSIN	30-1	No chance unless favorites falter.
(5) WORTHY CHARITY	100-1	Figures to be out of the money again.

And the Winner is... \_\_\_\_\_

## ALL-NEW REVISED EDITION! Last Will & Testament Of Talented Author:



It is the best of times. It is the worst of times. A tragic sense of personal loss is sure to hang heavy in the air as this document is opened and read. Even as total strangers, those gathered in the room will share the realization that a figure of towering literary magnitude has been snatched from their midst.

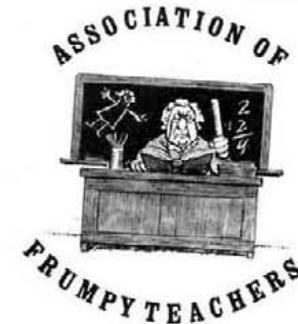
Yet, as each gut tightens into a knot of despair, a bright glimmer will somehow pierce the darkness. After all, the deceased has chosen one of those gathered for this Will reading to be his sole beneficiary. Someone here is destined to become wealthy.

But which one? Will it be his mousy but devoted \_\_\_\_\_? What about his ne'er-do-well \_\_\_\_\_? Or could it possibly be \_\_\_\_\_, the vibrant and mysterious \_\_\_\_\_, with whom the deceased supposedly \_\_\_\_\_ whenever he chanced to be passing through \_\_\_\_\_?

Deep in their hearts, those gathered should have sensed that the one he chose could only have been \_\_\_\_\_.

!!!

## BROTHERHOOD OF SUPER-SALESMEN OFFICIAL WILL FORM



### FINAL WILL & EXAMINATION HANDED OUT BY MISS

#### INSTRUCTIONS

Sit up straight and pay attention to this Will. If you don't understand a bequest, go on to the next one. Anyone caught fidgeting gets disinherited.

1. The deceased owned \_\_\_\_ acres of land. She sold \_\_\_\_ percent of it to Farmer Jones, and is leaving the rest to her favorite nephew. How many acres will the nephew get?
2. The dearly departed is dividing her \$\_\_\_\_ worth of stocks and \$\_\_\_\_ worth of bonds equally among her \_\_\_\_ heirs. How much will each heir receive?
3. To her faithful companion of many years, \_\_\_\_, the deceased is leaving her furniture, including an ottoman and a credenza, and her jewelry, including a lavaliere and an amethyst brooch. Close your eyes and spell each of the items the faithful companion will receive.
4. Add up your scores. Those placing in the bottom third must stay after the Will reading and clap erasers.

Signed with beautiful penmanship by \_\_\_\_\_

Have I got a deal for you!

To prove that you're getting in on a good thing, just as you always did when I was alive, let's begin this Giant Estate Clearance by offering my valuable \_\_\_\_\_ my beloved \_\_\_\_\_. Please notice that this is no ordinary \_\_\_\_\_. It comes with a fully equipped \_\_\_\_\_, not to mention a Lifetime Warranty.

Also, we'll be clearing out my beautiful \_\_\_\_\_, which was so often admired by good ol' \_\_\_\_\_, and my stylishly fashioned \_\_\_\_\_, which I always hoped would eventually go to \_\_\_\_\_. God love him.

Now that I've departed, these fine quality, near-new items are being offered to the named recipients **BELOW DEALER'S COST!** This is a **BUYING OPPORTUNITY** you lucky beneficiaries **CAN'T AFFORD TO MISS!** So **ACT QUICKLY** by signing the purchase contracts handed to you by my honest Estate Executor.

(NO MONEY DOWN to Heirs with approved credit!)



## PLAY FUNERAL SWEEPSTAKES!

WIN AN ESTATE WORTH  
OVER \$ \_\_\_\_\_ !

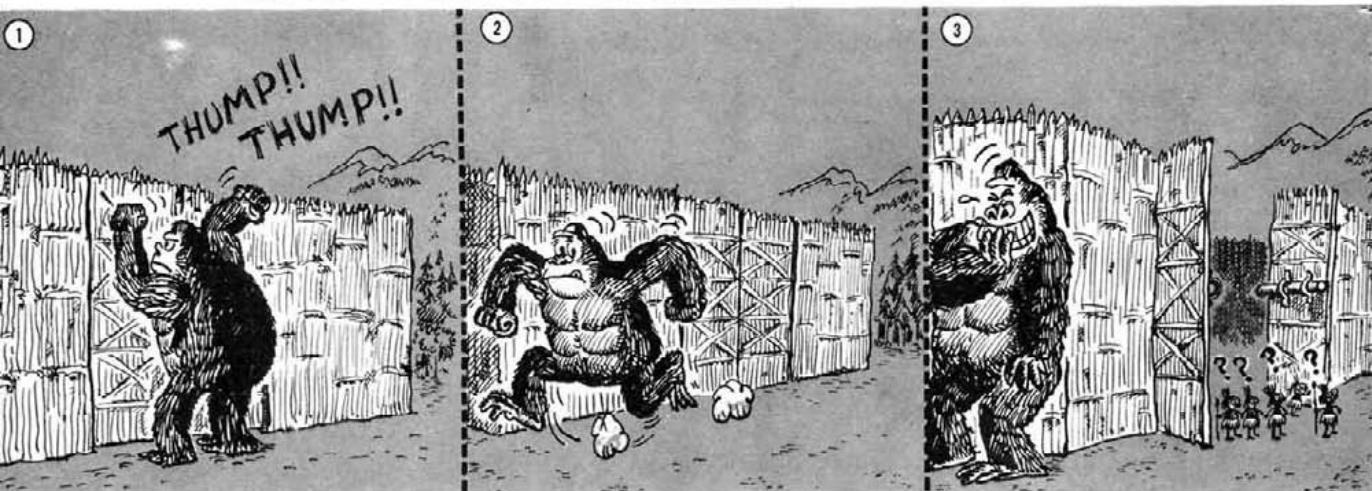
SPONSORED BY  
Lately-Departed Game Show Host



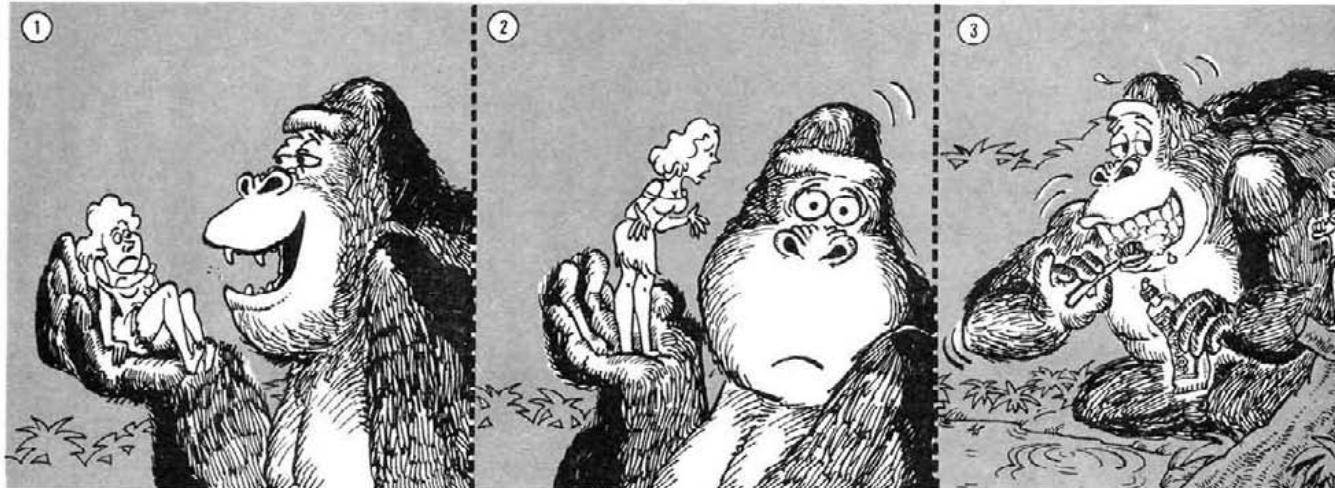
#### RULES FOR PARTICIPATING MOURNERS

1. Finalists in the fun battle for top money shall consist of the three relatives at my funeral who are deemed to be the funniest looking.
2. As play begins, three closed caskets will be wheeled into the Slumber Room of the Mortuary. One casket contains the final remains of Yours Truly. One contains a pair of round-trip plane tickets to exotic \_\_\_\_\_. The third contains the Grand Prize, my entire estate in cash!
3. While Reverend \_\_\_\_\_ spins the giant Eulogy Wheel, each player will try to guess the number of trite cliches written into the Reverend's prepared text. The player coming closest gets first choice of caskets.
4. After the winners collect their prizes, the unlucky relative who has chosen the casket containing the deceased must fork over \$\_\_\_\_\_ to pay for a cemetery plot, and to hire goons to whisk away Reverend \_\_\_\_\_ before he has a chance to deliver the eulogy.

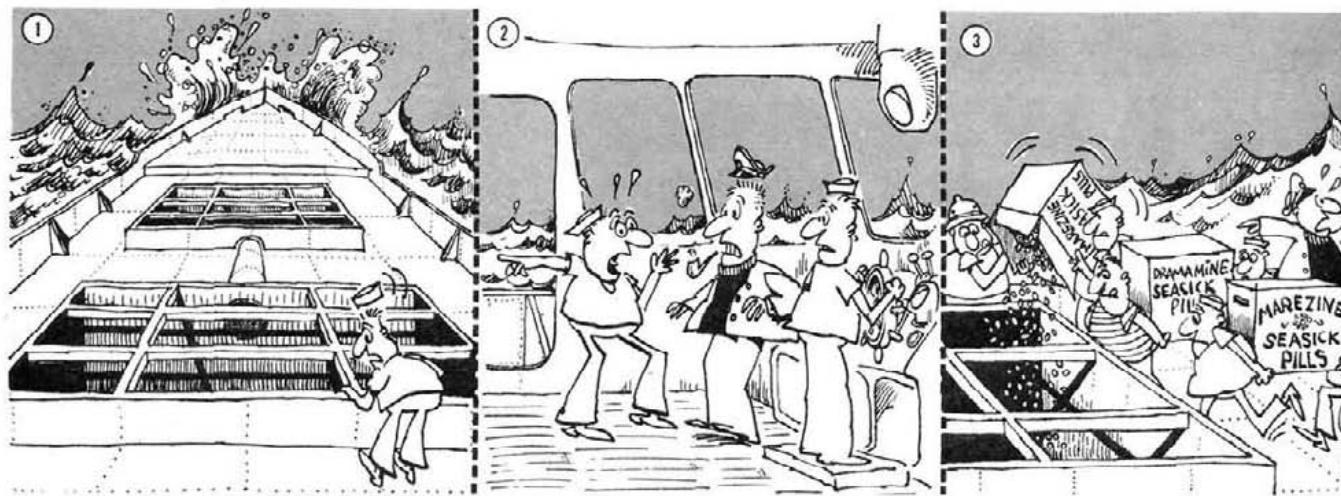
# A MAD LOOK



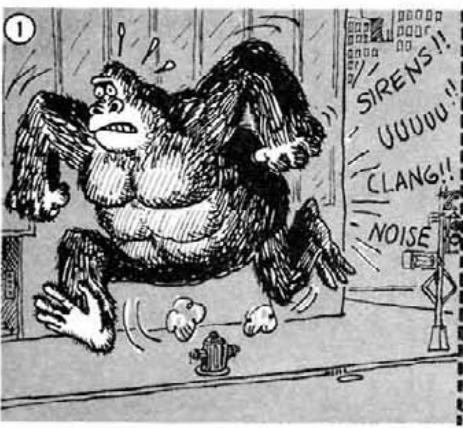
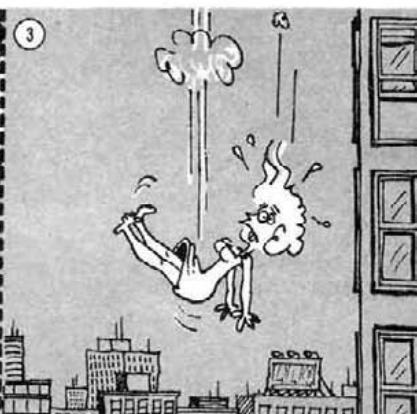
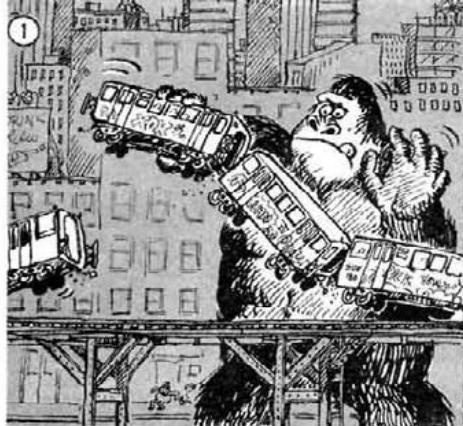
# AT KONG KONG



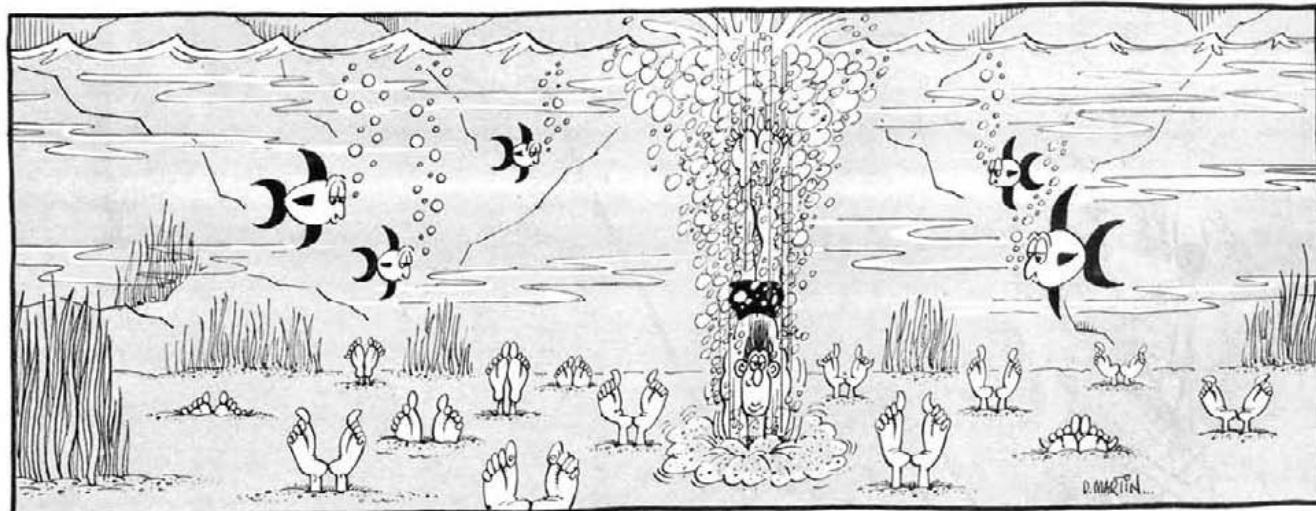
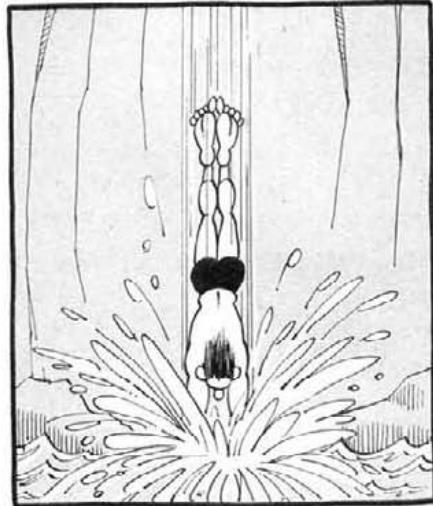
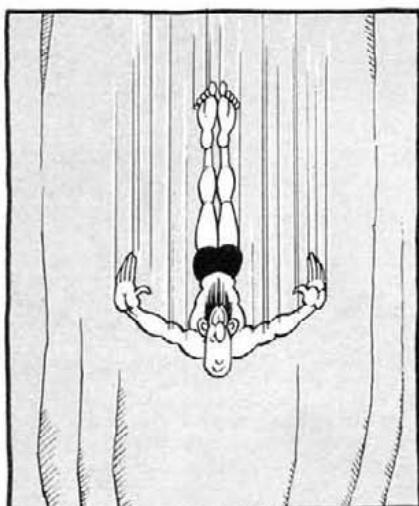
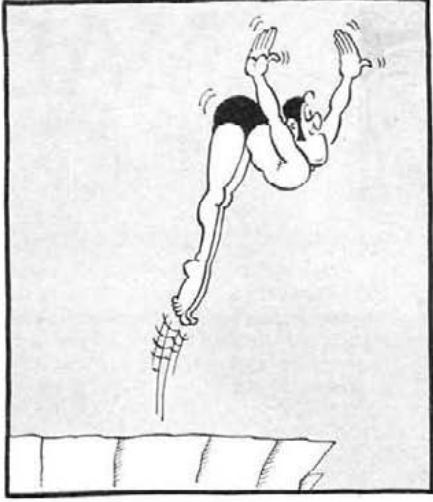
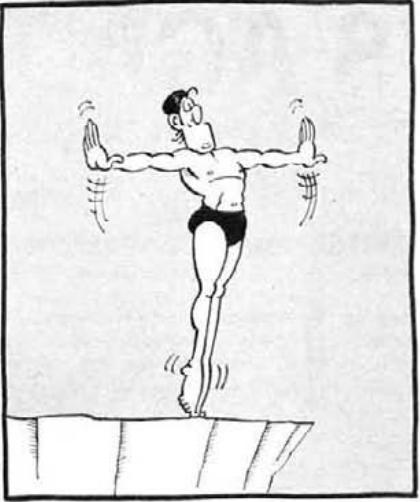
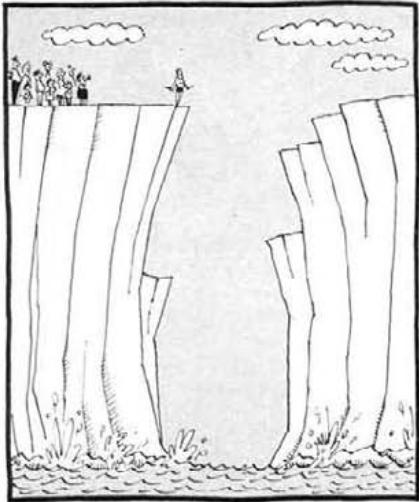
ARTIST & WRITER: SERGIO ARAGONES







# ONE AFTERNOON IN ACAPULCO



ATHLETE'S FEAT DEPT.

Live . . . from the Professional Athlete's favorite hangout . . . the vault of the Chase National Bank . . . we bring you the First Annual Presentation Ceremony of

# MAD'S ACADEMY AWARDS FOR JOCKS

ARTIST: JACK DAVIS

WRITER: LOU SILVERSTONE

As all true sports fans know, the greatest acting in the world does not take place on the stage or movie screen, but in the arenas and on the playing fields of our great sports complexes! For far too many years, these brilliant performances have gone unrewarded! But tonight . . . all that will change!

Tonight, we are gathered to honor these great stars by presenting this solid gold statuette . . . the "Howie" . . . for the best performance in each sport! So we invited all the big names in sports to be here tonight, and they all gave the same reply—

HOW MUCH DO I GET PAID???

And now . . . on with the show! May I have the envelope, please . . .



The first category is for "Best Performance in Baseball." The nominees are: **Billy Bluster**, Manager of the Yankees, for his inspired work in "Ump, You're A Stupid @#\$%&!!"

Whaddya mean, "Strike"?!? That pitch was in the dirt! Open your eyes!!

It was right over the plate!

Get a pair of glasses, you blind @#\$%&!!

Why are you making such a fuss? You're ten runs ahead!

Because this game's on TV, and I'll never get on camera sitting in the dugout!!

The second nominee is **Charlie O'Mulley** of the L.A. Dodgers for his outstanding performance in "The Manager Has My Complete Confidence!"

Gee, I wanna thank you for that nice vote of confidence, Mr. O'Mulley! I guarantee you that I'll get the team moving again!

You'd better, or you're the one that'll be moving! But you just said on TV I'm doing a great job!"

I had to say that, idiot! I'm the dummy that hired you!



The third nominee is **Norman Pithant** of the Cincinnati Reds for his splendid portrayal in "You Throw At Me Again An' I'm Gonna Shove This Bat Down Your Throat!"

You big stiff! You almost beaned me! You ever throw near me like that again ... I'm gonna brain you!

What are you talking about. you creep! Why would I want to hit you? That's the only way you could get on base!!



... and the winner is **Norman Pithant!** Congratulations, Norm! I really admire your courage, challenging Lefty Blitzkrieg to a fight! He must outweigh you by a hundred pounds or more!

Well, I knew his teammates would hold him back! He's much too valuable to risk gettin' hurt in a fight! Otherwise, you wouldn't've heard a peep out of me!



The next category is for "Best Performance In Basketball." The first nominee is **Wilt 'The Stilt' Klutzz** for his touching performance in "He Charged Me!!" ...

Hey, Ref! What happened? Did you swallow your whistle??! Didn't you see the way he charged me??!

Wilt, it's no foul when a guy fakes you out of your Jockey Shorts!



The second nominee is **LeRoy 'The Enforcer' Barndoar** for his heartrending rendition of "Who ... Me?? Why, I Never Touched Him!"



The third nominee is **Bruce Splint** for his stirring Cheer Leading performance in "Way To Go, Guys! Way To Go!" ...

C'mon, you guys! We can still do it! We're only twenty-five points behind! Just hang in there!



And the winner is ... **Bruce Splint!** Congratulations, Bruce! It's really great the way you cheer your teammates on to victory! No matter what the score, you never give up, eh?

Well, actually, I don't care WHO wins the game!

I just love patting the fellas on their fannies!



The next category is for "Best Performance In A Tennis Match" . . . and the first nominee is Rose Mary Catgut for her compelling work in "Look What A Good Loser I Am!" . . .

The second nominee is Illya Nasty for his magnificent temper tantrum in "That Ball Was Out!"

You were great today, Chris! You de-served to win!

Rose Mary Catgut has just dropped a tough \$25,000 Winner-Take-All match, and she's congratulating her opponent! Rose Mary is always gracious in victory, and she's now showing her class by being a good loser!

Yeah . . . but just wait till she gets out of the TV camera range, and the good loser will let loose with 25,000 curse words . . . one for each dollar she lost!



That ball was out by a mile!! That's the worst call I have ever seen! I ought to walk off this &@%\$# court!

What's he screaming about! The ball looked IN to me!

It was!! But ol' Illya figures if he bitches loud enough, the Line Judge'll be intimidated, and he'll get all the future close calls!



The third nominee is Jimmy Connman for his loveable performance in "Look At Me, Everybody . . . Ain't I Cute?!"

Cockee-doo-doo! Tinkle in the toidy! Behind—poo-poo!



And the winner is Jimmy Connman! Congratulations, Jimmy! Your far-out antics really add a lot of color and excitement to the game of Professional Tennis!

Yeah, and they also add a lot of bucks to my bank accounts! The more ridiculous I behave, the more TV Commercials I'm in demand for!



The next category is for "Best Performance In A Football Game." The first nominee is Claude Bigfoot for his dynamic portrayal in "Oh, Man . . . I Shoulda Intercepted That Mother!"

Man, I had it all the way! That dude should know better than to pass into my territory! I'd've made an easy interception if I didn't lose the ball in the sun!

What sun? Doesn't he know it's a NIGHT GAME?!!

The only thing he lost was HIS MAN!!



The second nominee is Bo-Bo Flanken for his touching work in "It's Only A Flesh Wound!"

It—it's nothing serious, Coach! It o-only hurts when I breathe! I—I can stay in, don't worry! I'm okay! Just give me a minute . . .

I'm not taking you out 'cause you're hurt, schmuck! I'm taking you out 'cause you can't hold on to the #@%#& ball!!!



The third nominee is Coach Weeb Mindblank for his matchless performance in "Yes, I'd Call That Exact Same Play Again!"

Coach Mindblank, how come you didn't go for the **Field Goal**!! It would have given you the lead . . . with just about two minutes to play!

Yes, but a **TOUCHDOWN** would have put the game out of reach! And nine times out of ten, we'd have made it! It was a **good call**, and I'd do the same thing again!



... and the winner is Coach Mindblank! Our congratulations, Coach!

I guess it took a lot of guts to make that call! It could have cost you your job!!

I wasn't worried! If I get fired, there's always another team that will hire me because they want a guy with **experience**! That's the way things are **done in Pro Sports**! Which is why you see so many of us Coaches calling stupid plays!



The last category is "Best Performance In A Boxing Bout."

The first nominee is Manager Angelo Zucchini for his sensitive rendition of the popular "We Waz Robbed" act.



The second nominee is the Champion himself . . .

**Muhammad Ali Washtup**, for his unbelievable performance in "This Was One Of My Toughest Fights!"

How can you take this fight from us?! We won every round! We never laid a hand on us! We murdered the bum! We won it **easy**! Man, this is a **bigger robbery** than the Brinks job!

You wanna talk about **robbery**?! How about us poor suckers who **PAID** to **SEE** this crummy fight??!



Champ, you looked slow and out of shape tonight! It was lucky you had an **easy opponent**!

**Easy**?! That man was one of the toughest guys I ever fought! He gave me the hardest fight of my career, and he deserves a return match! I know the public is gonna demand to see us fight again, so I want to make it official right now! I'm gonna give him another shot at me!



And the winner is **The Champ**, **Muhammad Ali Washtup**! Nice going, Champ! Are you really going to give **The Bleeder** a return match? He didn't win a round!

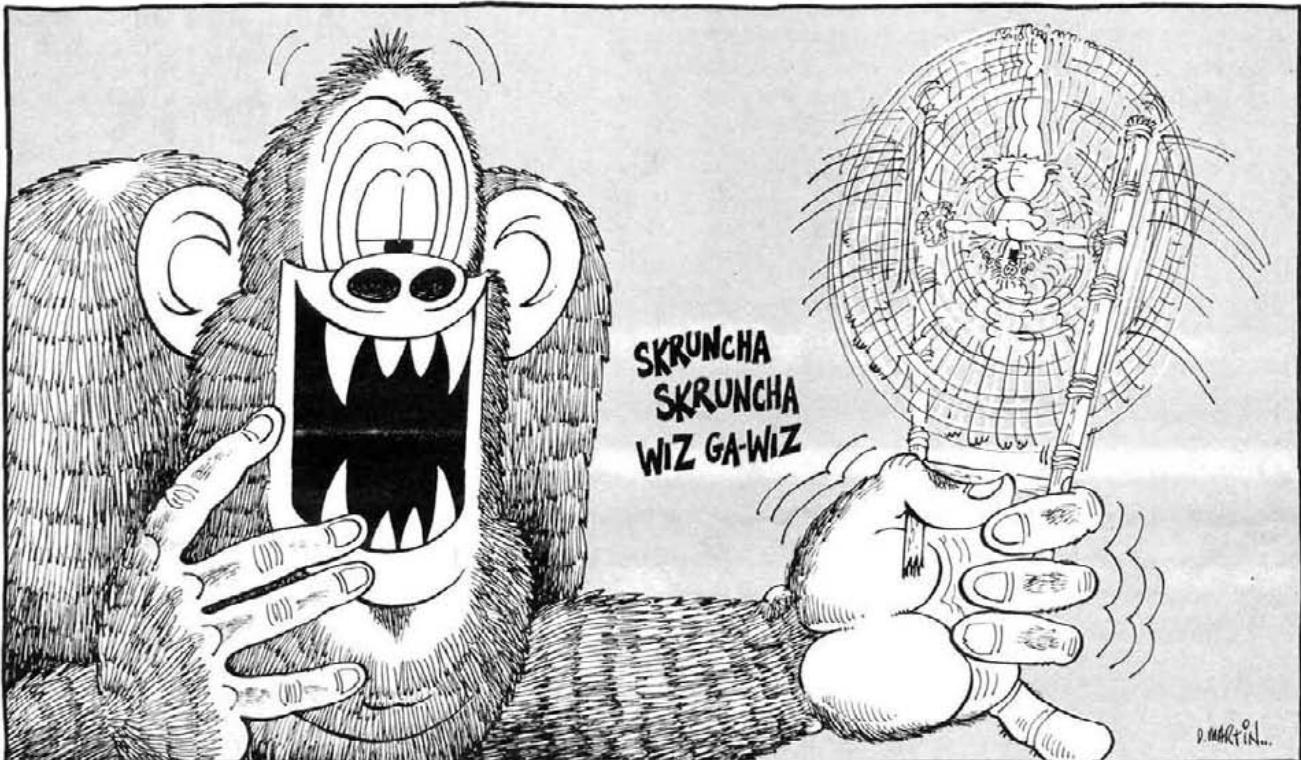
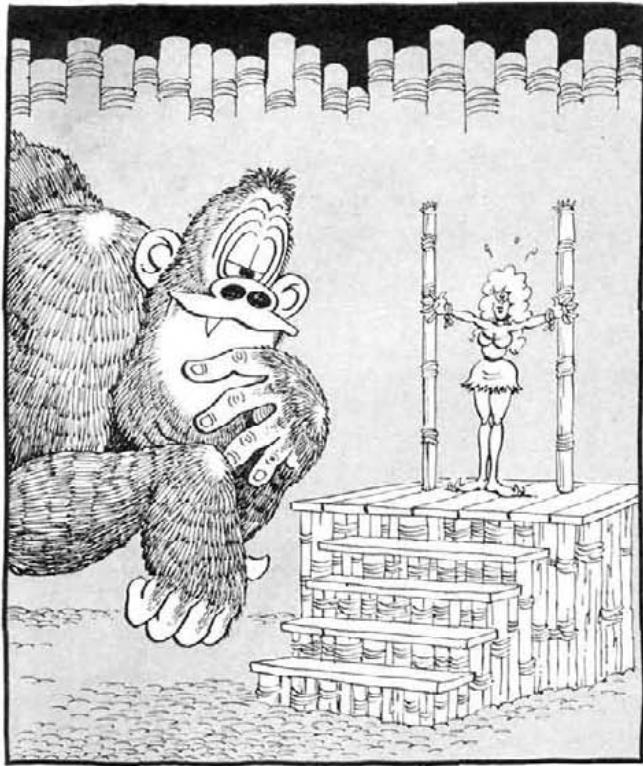
That's why I'm giving him another shot! Man, as long as the **TV networks** will pay me millions to fight bums, I'll keep on fighting them!



That wraps up "MAD's First Annual Academy Awards For Jocks"! We'll be back again next year . . . unless the athletes and their **agents** keep on making **outlandish salary demands**, and you **fans** out there finally get fed up paying **ridiculously high prices for tickets** . . . in which case, our next year's awards will be for "Ex-Jocks Now Driving Trucks And Pumping Gas"!



# ONE NIGHT ON SKULL ISLAND



**"SNOW" BIZ DEPT.**

There's one thing that can be said about American advertising: It may confuse you, unnerve you, infuriate you or bore you . . . but it cannot flagrantly lie to you. That's because we have "Truth-In-Advertising" laws that prevent manufac-



# WHEN "TRUTH-IN-LAWS APPLY"

ARTIST: BOB CLARKE

**"INCREDIBLY CONCEIVED . . . A STIRRING ENDEAVOR . . . WELL DONE"**

—The Hollywood Supporter

(As required by the Truth-In-Advertising Law, the full statement of the reviewer from which this edited version is taken is as follows:

"This picture is an incredibly conceived bungle which makes mish-mosh of a stirring endeavor in military history. As viewed by this critic, it comes across as nothing more than yesterdays well done goulash."

**"A MONUMENTAL UNDERTAKING . . . THIS MOVIE STANDS OUT . . . GREAT ACTING TALENT . . ."**

—St. Louis Post Disgust

(As required by the Truth-In-Advertising Law, the full statement of the reviewer from which this edited version was taken is as follows:

"Sitting through this clunker proved to be a monumental undertaking. Sad to say, this movie stands out as a glaring example of the waste of supposedly great acting talent on a script that is truly awful."



**THE BATTLE FOR  
ANTWERP**

STARRING

CHARLTON HESTON

who always demands star billing even though he only makes a cameo appearance that lasts for 30 seconds or so, which means that the film actually features

MAX BANGHORN LILY THWANK HOBART STAFFLE CLAUDE RUMLY & EDITH BLUX as The B-17

**ONE OF THE YEAR'S BEST EROTICA FEATURETTES<sup>1</sup>**

Starring All Your Favorites from Our Porno Classic, "Clutched Throat"<sup>3</sup>

Rated XXX  
Absolutely  
No One Under  
18 Admitted 4



**"WILD  
TEEN-AGE  
MASSEUSES"<sup>5</sup>**

FILMED IN PORNO-VISION<sup>6</sup>  
A TOUCHING MOVIE EXPERIENCE  
YOU'LL NEVER FORGET<sup>7</sup>

IN COMPLIANCE WITH THE MOVIE "TRUTH-IN-ADVERTISING" LAW, THE FOLLOWING MANDATORY FOOTNOTES TO THIS AD ARE PRESENTED

1. "Erotica Featurette" is the term used to describe any dirty movie that runs for less than 20 minutes and doesn't have a shred of plot.
2. The attractive model featured here does not appear in the movie.
3. This includes the man who wears the black socks to bed, the woman with the tattoo and the sweaty guy who portrays the hotel desk clerk.
4. Unless he can come up with enough money for an admission ticket.
5. The average age of the girls is 38, but all are former teenagers.
6. "Porno Vision" is a catchy name to describe grainy black & white.
7. Getting touched for \$6 to sit on a broken folding chair and watch this movie is, we think, an experience that no one could ever forget.

turers from making wild claims of excellence for worthless junk. But one huge industry remains that can still legally run false and misleading ads to palm off defective products on unsuspecting clods. MAD envisions that great day ...

# N-ADVERTISING" O MOVIE ADS

WRITER: TOM KOCH

## THE YEAR'S MOST SHOCKING FILM!

(But only in the opinion of the Producer and the Director who were both shocked because they thought it would turn out much better than it did.)

## SEE IT FROM THE BEGINNING!

(That's because those who enter the theater after it starts risk being trampled by the angry people storming out to demand their money back.)

## YOU'LL WANT TO TELL YOUR FRIENDS!

(What are friends for, if not to tip each other off about these bombs?)

## OVERWHELMING IN ITS POWER!

(Comparison tests prove that only tainted fish washed down with Scotch and Root Beer can make you throw up as violently as this picture will.)



## "The Bad Scene"

STARRING

NUMEROUS PROFESSIONALS  
WHO'VE ASKED THAT THEIR  
NAMES NOT BE MENTIONED

THIS AD HAS BEEN PREPARED  
SO IT CLEVERLY COMPLIES  
WITH THE MOTION PICTURE  
TRUTH IN ADVERTISING LAW

FOR THE FIRST TIME EVER,  
**ONE FILM**  
SWEEPS THE ACADEMY AWARDS  
IN  
ALL FIVE MAJOR CATEGORIES\*



RAQUEL  
WENCH & LON  
CHIMNEY, JR.  
IN

## "Vampires Of The Roller Derby"

\*Truthfully, we had to convince ourselves that "Best Picture" and "Best Actor" are just MINOR Academy Awards before we became certain that we had swept all of the MAJOR categories by winning these five:

1. Best Sound Effects In A Mob Scene Of Three People
2. Best Film Splicing Done With Ordinary Scotch Tape
3. Best Foreign Sub-Titles For Overseas Distribution
4. Best Costumes On A Budget Of Less Than \$1000.00
5. Best Mimeographing Of A Feature Length Film Script



# WAS WATERGATE A PLOT TO DESTROY AMERICA? WERE DEMENTED MANIACS RUNNING OUR COUNTRY?

In all honesty, the Producers of this film don't think so. But then, sitting way out here in Hollywood, how the heck would we know? All we're interested in, quite frankly, is using sensationalism to make a fast buck. So if you'd like to help us achieve our goal...

**YOU MUST  
SEE THIS  
MOTION  
PICTURE!**



**H. R. REDFORD / G. DUSTIN HOFFMAN  
"ALL THE WHITE HOUSE FLUNKIES"**

WITH E. JASON ROBARDS as E. HOWARD HUNT

THE FOLLOWING REVIEW STATEMENTS APPEAR IN FULL SOLELY TO COMPLY WITH THE "TRUTH-IN-ADVERTISING" LAW, AND DO NOT REPRESENT THE TRUE FEELINGS OF THE PRODUCER, DIRECTOR OR ANYONE ELSE OF IMPORTANCE AT THE STUDIO!

NOTE: THE MINOR PARENTHETICAL INSERTIONS IN THIS AD WERE MADE BY OUR CLEAN CUT, PATRIOTIC EXECUTIVES AT WALT DIZZY PRODUCTIONS TO COMPLY WITH THE "TRUTH-IN-ADVERTISING" LAW. NOW, WE URGE YOU TO EXERCISE YOUR RIGHTS AS AMERICANS BY REFUSING TO READ THESE INSERTS WHICH THE #S%#@#\$! WASHINGTON BUREAUCRATS ARE FORCING US TO RAM DOWN YOUR THROATS.

## FUN FOR THE WHOLE FAMILY!

(Assuming everyone in your family is under the age of 5)

## YOU WILL LAUGH OUT LOUD!

(If you're the type that normally laughs out loud at the mere sight of a tousle-haired freckle-faced child actor)

## MORE AMUSING THAN "FANTASIA"!

(Which we feel safe in saying because most of you are too young to remember that "Fantasia" wasn't at all amusing)

## DONE AS ONLY DIZZY CAN DO IT!

(Unless you realize that other studios certainly could do it the way we do if they chose to drop down to our level)



## "SCRUFFY AND THE FLASHER"

The Touching Story Of A Boy And His Turtle

### STARRING:

SOME CHILD ACTOR WHO WILL EXPERIENCE A METEORIC RISE TO STARDOM, FOLLOWED BY A METEORIC FALL TO OBLIVION

&  
SOME OVER-THE-HILL STAB WE RESURRECTED FOR THIS BOMB BECAUSE HE COULD BE HAD CHEAP

**"THE FUNNIEST WESTERN EVER MADE  
"YOU WILL FALL DOWN LAUGHING  
"IT'S ABSOLUTE HILARIOUS INSANITY**

was "Blazing Saddles." Too bad Hollywood couldn't stop right there before spawning this junk!"  
Pittsburgh Beacon-Scimitar

when you stop to think that this feeble effort is being palmed off as a Reserved Seat Spectacular with an All-Star Cast!"  
Milwaukee Beacon-Scimitar

for any studio to sink a bundle into a production as terrible as this one!"  
Omaha Beacon-Scimitar

## "IT'S A WILD, WILD, WILD, WILD WEST"

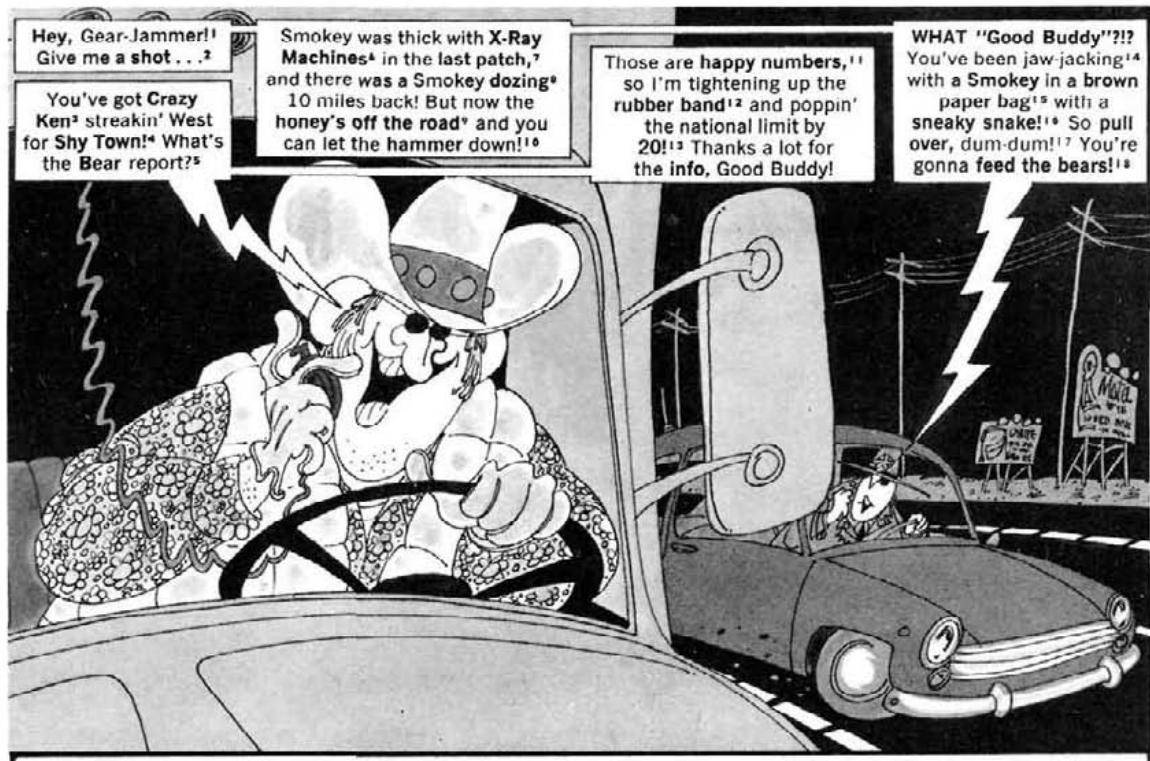


**Starring (in alphabetical order)**

ADAM ADAMS • DON ADAMS • EDIE ADAMS • JOHN QUINCY ADAMS • CANNONBALL ADDERLY • JACK ALBERTSON • MAUDE ADAMS • ALAN YOUNG • GIG YOUNG • LORETTA YOUNG • CAROL ANNE YOUNG • ROBERT YOUNG • HENNY YOUNGMAN • ELMER ZILCH • EFREM ZIMBALIST, JR. • NORMA ZIMMER



The big new craze these days is CB Radio, and if you're traveling on a highway, you're likely to hear strange conversations like this one:



1. Truck-Driver	7. Last town	13. Driving 75 mph
2. Talk to me	8. Patrol car stopped	14. Talking
3. I'm called "Crazy Ken"	9. The coast is clear	15. An unmarked patrol car
4. Chicago	10. Go full speed	16. With its own CB Radio
5. Police location report	11. Good news	17. Dum-dum
6. Lots of Police with Radar	12. Speeding up	18. You're getting a summons

Yessiree, the CB Radio crowd has a language all its own, which started out as a kind of code so that non-CB people wouldn't know what in heck they were talking about. And that got us to wondering what it would be like if people in other walks of life started using CB-type lingo as their own kind of code. And that brought us to this article, called—

# WHEN CB-TYPE CODE LANGUAGE IS USED IN OTHER WALKS OF LIFE

# IN A RESTAURANT

# ON A JET AIRLINER



1. A party of three
2. Requesting
3. A good table
4. I hear you
5. Have they slipped you any money?

6. They haven't come across yet
7. My palm is still empty
8. Celebrities
9. Regular customers
10. Tourists here for the first time
11. Make them wait
12. For an hour
13. Tell them that we're closing.



1. Passengers
2. Tourist section
3. They're having dinner
4. I'm losing my patience
5. Dirty old man
6. Pawing my body
7. I hear you
8. Let me know
9. Need help
10. The pilot
11. The cockpit
12. Get rid of that dirty old man
13. No dice
14. The dirty old man IS the pilot

# IN THE OPERATING ROOM



1. Hand me
2. A scalpel
3. Remove the appendix
4. The abdomen
5. I understand
6. Made the incision
7. I've located the problem
8. Nurse
9. The appendix has been removed
10. The patient is breathing
11. Quick operation
12. Okay, Doctor
13. The patient
14. Brain surgery

# IN THE COURTROOM



1. I object
2. Your Honor
3. The District Attorney
4. Leading my star witness
5. I hear you
6. Counsellor
7. Your client
8. Avoiding prison
9. Sentenced
10. Twenty years
11. The State Penitentiary
12. I hear you, Your Honor
13. Wait
14. See
15. How big our bribe is
16. How much is the bribe, Counsellor?
17. \$15,000, Your Honor
18. I accept

# ON A USED-CAR LOT

We've got candy on a stick<sup>1</sup> orbing<sup>2</sup> a pregnant roller-skate!<sup>3</sup>

Loud and proud,<sup>4</sup> Scrap Dealer! Have you checked for live frogs in the pocket?<sup>5</sup>

Affirmative! I've met Ben Franklin and his cousins!<sup>6</sup> Looks like we can spring the trap-door<sup>7</sup> on that yellow football<sup>8</sup> with the heartburn<sup>9</sup> in Glue City!<sup>10</sup>

I dig you out!<sup>11</sup> Just tie the ribbon pronto!<sup>12</sup> before the tree-trickle!<sup>13</sup> flip-flops!<sup>14</sup>



1. A sucker
2. Looking at
3. Volkswagen
4. I hear you
5. Cash
6. He's loaded with \$100 bills
7. Get rid of
8. That lemon
9. Bad transmission
10. We're stuck with
11. I understand
12. Make the sale fast
13. Before the sap
14. Changes his mind

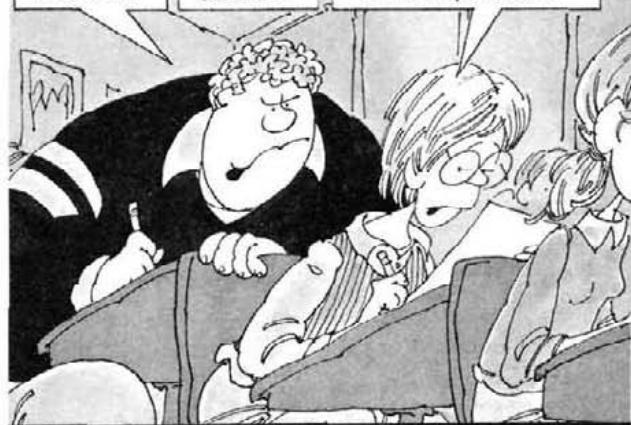
# IN THE CLASSROOM

Hey, Smart Buddy! When Lady Dracula<sup>1</sup> brings down her periscope,<sup>2</sup> scratch my back<sup>3</sup> with the winner in the fourth race!<sup>4</sup>

You're walking the dog,<sup>5</sup> Class Cousin, but there's a Band-Aid on my brain and I've missed the train!<sup>6</sup>

My lobes are hot,<sup>7</sup> but if you don't unzip your lip,<sup>8</sup> Smart Buddy, you're gonna get a fast five that'll unglue your thirty-two!<sup>9</sup>

Uh—that money horse!<sup>10</sup> in the fourth is "Big Daddy in the Deep Freeze"!!!



1. The teacher
2. Isn't looking
3. Let me know
4. The answer to the fourth question
5. Coming in clear
6. I don't know the answer myself
7. I hear you
8. Start talking
9. Punch in the mouth
10. Correct answer to the fourth question
11. Washington at Valley Forge

# AT A PARTY

There's a Land Rover<sup>1</sup> flashing his blinkers on<sup>2</sup> your size ten!<sup>3</sup>

Oh . . . ? What's his blueprint,<sup>4</sup> Beaver Buddy?<sup>5</sup>

No leaves on the tree<sup>6</sup> with double-hung windows<sup>7</sup> and a chopper in heaven!<sup>8</sup> He's in a Studebaker wrapping<sup>9</sup> with a dickey doing its thing!<sup>10</sup> and he's got a King Kong stove in a cabin!<sup>11</sup> Should I send up a green balloon,<sup>12</sup> Pal Juicy?<sup>13</sup> . . . ?

Forget it! That's my trained flea!<sup>14</sup>



1. Single guy
2. Looking at
3. Your body
4. What's he look like?
5. Woman-friend
6. Bald
7. With bifocals
8. And a tooth missing
9. Wearing a suit from the '50's
10. With a tie that doesn't match
11. A pot belly
12. Invite him over
13. Husband

# IN THE UNDERWORLD

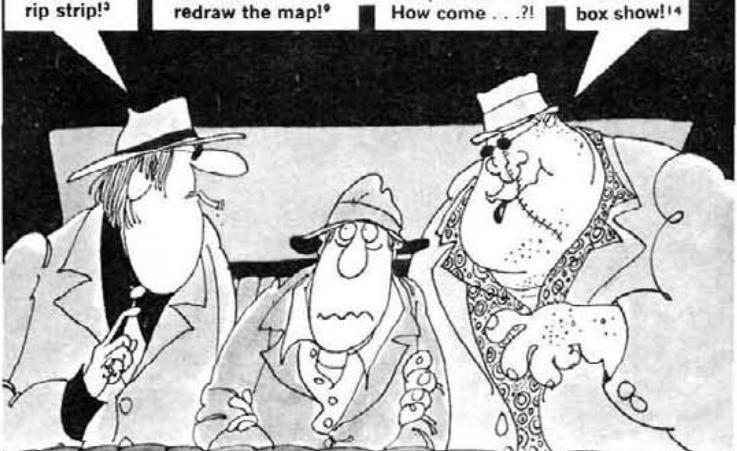
Then it's agreed, Goon Buddy! We're toting the cheese-bait<sup>1</sup> in a pastrami sandwich<sup>2</sup> down the rip strip!<sup>3</sup>

That's a ten-four,<sup>4</sup> Racket Swinger! The X-rated<sup>5</sup> Smokey-hugger<sup>6</sup> is gonna buy a closeout!<sup>7</sup> I can't wait to snap the sticks<sup>8</sup> and redraw the map!<sup>9</sup>

Nix on the stretch marks,<sup>10</sup> Thug Buddy! We gotta leave the load unopened!!!

Unopened . . . ?! How come . . . ?!

So the two-by-four<sup>11</sup> will look like the whole deck was dealt<sup>12</sup> at his box show!!!



1. Taking the rat
2. Sitting between us
3. For a ride
4. I hear you
5. Double-crossing
6. Cop-lover
7. Have an accident
8. Break his bones
9. Carve up his face
10. No rough stuff
11. His body unmarked
12. Stiff
13. He died of natural causes
14. At his funeral

PARITY BEGINS AT HOME DEPT.

For years, the Federal Government has been shelling out heaps of money to farmers for not growing unneeded crops like wheat or corn or alfalfa. Now, we may not agree with this practice when it comes to food, but we feel the

# GOVERNMENT CHECKS FOR

TREASURY  
FISCAL SERVICE  
DIVISION OF  
DISBURSEMENT



DO NOT FOLD, SPINDLE OR MUTILATE  
KNOW YOUR ENDORSEER... REQUIRE IDENTIFICATION

WASHINGTON, D.C.

United States Treasury

OFFICE OF POPULATION CONTROL

Check No. 85,550,701  
SYMBOL 3003

MONTH	DAY	YEAR
04	21	77

1

PAY TO THE  
ORDER OF

Bruce and Carolyn Flench

EXACTLY 94 DOLLARS AND 83 CENTS

11

DOLLARS	CTS.
\$ 94	83

FOR

Giving birth to no additional children during the period of January through December, 1976, thus easing our national over-population crisis. Amount includes extra payment of \$12.17 awarded as bonus for Bruce's grandfather, Ezra, who kicked off June 22.

  
Sigd Mangwitz  
REGIONAL DISBURSING OFFICER

TREASURY  
FISCAL SERVICE  
DIVISION OF  
DISBURSEMENT



DO NOT FOLD, SPINDLE OR MUTILATE  
KNOW YOUR ENDORSEER... REQUIRE IDENTIFICATION

WASHINGTON, D.C.

United States Treasury

Office Of Unemployment And Welfare Abuse

Check No. 85,550,703  
SYMBOL 3005

MONTH	DAY	YEAR
06	21	77

1

PAY TO THE  
ORDER OF

Dwight H. Freen

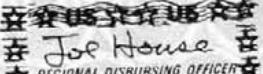
EXACTLY 25 DOLLARS AND NO CENTS

1

DOLLARS	CTS.
\$ 25	00

FOR

Not leaving home, although 27 years of age, and continuing to live off parents, thus not becoming one more welfare case and requiring far greater Government assistance caused by payee's lack of ambition and inability to hold down any job no matter how menial, non-thinking and unskilled it might be.

  
Joe House  
REGIONAL DISBURSING OFFICER

TREASURY  
FISCAL SERVICE  
DIVISION OF  
DISBURSEMENT



DO NOT FOLD, SPINDLE OR MUTILATE  
KNOW YOUR ENDORSEER... REQUIRE IDENTIFICATION

WASHINGTON, D.C.

United States Treasury

DEPARTMENT OF JUSTICE  
Violent Crime Division

Check No. 85,550,705  
SYMBOL 3007

MONTH	DAY	YEAR
01	28	77

1

PAY TO THE  
ORDER OF

Ozzie and Floyd Dreggs

EXACTLY 119 DOLLARS AND 43 CENTS

11

DOLLARS	CTS.
\$ 119	43

FOR

Having committed no muggings, armed robberies, rapes or assaults with a deadly weapon during the month of June, 1976, despite having been kicked around by society a lot and not having a decent place to hang out on Saturday nights.

  
A.E. Neuman  
REGIONAL DISBURSING OFFICER

concept is fine: To pay people for not doing certain things. In other words, the Government should quit paying farmers, but apply the "subsidy" idea to people in other problem areas. Then we'd be seeing these really necessary—

# FOR NOT DOING ANYTHING

WRITERS: FRANK JACOBS AND ELAINE DUNN

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TREASURY  
FISCAL SERVICE  
DIVISION OF  
DISBURSEMENT



WASHINGTON, D.C.

United States Treasury

DEPARTMENT OF COMMERCE  
Balance Of Trade Division

Check No. 85,550,702

SYMBOL 3004

MONTH	DAY	YEAR
05	12	77

DOLLARS	CTS.
\$77	41

*A. E. Neuman*  
REGIONAL DISBURSING OFFICER

FOR

Not purchasing Sony Color TV, Peugeot automobile, or any other foreign-made product, thus preserving balance of trade. Amount includes Hardship Bonus of \$31.65 to cover exasperation and disgust caused by sloppy performance and extreme breakdown level of American-made products purchased grudgingly by payee.

DO NOT FOLD, SPINDLE OR MUTILATE  
KNOW YOUR ENDORSEMENT...REQUIRE IDENTIFICATION

TREASURY  
FISCAL SERVICE  
DIVISION OF  
DISBURSEMENT



WASHINGTON, D.C.

United States Treasury

Department of Urban Environment Control  
Street And Sidewalk Division

Check No. 85,550,704

SYMBOL 3006

MONTH	DAY	YEAR
02	13	77

DOLLARS	CTS.
\$54	96

*Mel Haney*  
REGIONAL DISBURSING OFFICER

FOR

No longer possessing Great Dane named Thor, thus eliminating unsightly, smelly, icky pile twice a day in street or, on occasions when Thor lost control, on sidewalk or on front stoop, and also thus adding to length of life of young birch tree growing near curb and previously endangered, also twice a day, by Thor's raised-leg flooding.

DO NOT FOLD, SPINDLE OR MUTILATE  
KNOW YOUR ENDORSEMENT...REQUIRE IDENTIFICATION

TREASURY  
FISCAL SERVICE  
DIVISION OF  
DISBURSEMENT



WASHINGTON, D.C.

United States Treasury

THE WHITE HOUSE  
Office Of The Press Secretary

Check No. 85,550,706

SYMBOL 3008

MONTH	DAY	YEAR
07	19	77

DOLLARS	CTS.
\$15,000	00

*Mel Haney*  
REGIONAL DISBURSING OFFICER

FOR

Not airing, on any of its affiliated stations, the June 14, 1976, press conference of the President of the United States, in which he fumbled nine questions, four of them totally, and otherwise fumfeted, contradicted himself and showed a colossal ignorance of almost every vital issue of the day.

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TREASURY  
FISCAL SERVICE  
DIVISION OF  
DISBURSEMENT



PAY TO THE  
ORDER OF

WASHINGTON, D.C.  
United States Treasury  
DEPARTMENT OF LABOR  
Building Construction Division

MONTH DAY YEAR  
03 30 77

Check No. 85,550,707

SYMBOL 3009

FOR

Francine LaFleur  
EXACTLY 175 DOLLARS AND 18 CENTS

Not walking by construction sites during working hours, thereby removing temptation of laborers to halt work and leer and whistle at her fabulous body, thus saving 36 man-hours per week, not to mention injuries to high-beam workers losing concentration and balance while gaping downward at her incredible cleavage.

Syd Manguritz  
REGIONAL DISBURSING OFFICER

FISCAL SERVICE  
DIVISION OF  
DISBURSEMENT



PAY TO THE  
ORDER OF

WASHINGTON, D.C.  
United States Treasury  
DEPARTMENT OF STATE  
Diplomacy Division

MONTH DAY YEAR  
12 25 77

Check No. 85,550,708

SYMBOL 3010

FOR

Lester and Wanda Wiltfang  
EXACTLY 517 DOLLARS AND 47 CENTS

Not taking their trip to Europe, thus preventing anti-American feelings caused by their boorish behavior, their reactions of loud disgust to any European not speaking English, and their obnoxious complaints about not being able to order a Big Mac with French Fries and a Malted Milk in Barcelona.

Joe House  
REGIONAL DISBURSING OFFICER

TREASURY  
FISCAL SERVICE  
DIVISION OF  
DISBURSEMENT



PAY TO THE  
ORDER OF

WASHINGTON, D.C.  
United States Treasury  
DEPARTMENT OF THE INTERIOR  
Power Conservation Division

MONTH DAY YEAR  
10 12 77

Check No. 85,550,709

SYMBOL 3011

Edgar Entwhistle and Family  
EXACTLY 77 DOLLARS AND 21 CENTS

Not erecting their planned spectacular Christmas display, consisting of an illuminated Santa Claus and reindeer on their roof and a 50,000-watt Nativity Scene on their front lawn, thus conserving electricity and not giving their neighbors the incentive to outdo them with even more lavish, illuminated displays, thus conserving even more electricity and preventing a possible blackout of the entire city.

Mel Haney  
REGIONAL DISBURSING OFFICER

TREASURY  
FISCAL SERVICE  
DIVISION OF  
DISBURSEMENT



PAY TO THE  
ORDER OF

WASHINGTON, D.C.  
United States Treasury  
DEPARTMENT OF JUSTICE  
Anti-Riot Division

MONTH DAY YEAR  
11 14 77

Check No. 85,550,710

SYMBOL 3012

FOR

Philo Muldoon  
EXACTLY 307 DOLLARS AND 80 CENTS

Not fomenting any student riot during Sophomore year at Berkeley campus, 1975-76, thus eliminating need of intervention by local police, state militia and National Guard and allowing students to devote energies to rooting for football team, making out and, in-frequently, studying.

A. S. Neuman  
REGIONAL DISBURSING OFFICER

TELE LIKE IT IS! DEPT.

As if you don't see enough TV on TV, now you can go to the movies and see movies about TV. So stay home, turn off your boob tube, and read this satire instead. It won't do much for you, but it'll save you an admission price and some electricity.



# NUTWORK

ARTIST: MORT DRUCKER

WRITER: STAN HART

I'm going to get to the top of this ~~☆#!★~~ network, and no ~~☆#!★~~ is going to stop me! I'll show the ~~☆#!★~~ Network Brass that I'm as good as ~~ANY!#★~~ man!!

But . . . you're NOT!!

No man talks as DIRTY as you do!

As a long-time concerned TV Newsman, I say that murders, shootings and rapes do not belong on TV Dramatic Shows!

You mean they offend your moral code?

No . . . my NEWSMAN'S CODE! They belong on TV NEWS SHOWS only!!

I'm a ruthless Network Executive who'll stop at nothing to get good ratings!!

That's right! If I thought we could get good ratings, I'd even bring back "The Captain and Tennille"!!

What do you mean, you ~~★#!#~~??

You'll stop at nothing?

Nobody could be THAT ruthless!



These days, the Networks only want PRETTY BOYS to sit there and read the news off idiot cards! It's not like the great OLD DAYS, when they had JOURNALISTS like us sit there and read the news off idiot cards!

You're just experiencing a depression, Harrowed! Give it time and you'll come out of it! I remember a depression I had back in 1945...

When did you come out of it?

Last Friday!



Okay, here's the line-up for tonight's news show! We've got two-minutes on the sexual assault of a 93-year-old woman, six minutes on a tiger tearing a little girl's arm off, and three minutes of a mother who just found out that all of her kids perished in a school fire!

Only three minutes? We need two more!

No sweat! We get the Mother to sing the school song!

That still leaves us a minute short!

Just enough time for Harrowed Bile to shoot himself on camera!



Impossible! We CAN'T let Harrowed Bile SHOOT HIMSELF!!

But he WANTS to die!

Tell him to swallow a slow poison that takes thirteen weeks to work!

Why THIRTEEN WEEKS???

That way, we might get a SERIES out of it!



Folks... I'm old, and a drunkard! My wife is dead, and my children hate me! I haven't got a dime to my name, and I've just been fired! So, I am going to kill myself on this show tomorrow!

No! No! You can't do it!

Why not?

Because you have so much to LIVE for!

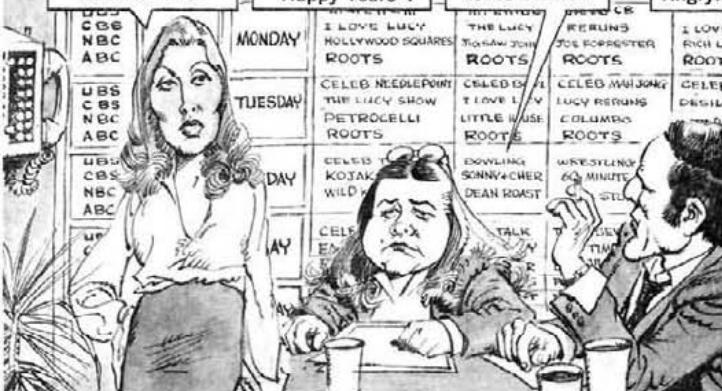


We need a HIT SHOW, or this ~~#@!\*~~ Network is FINISHED! Somehow, our shows always seem to miss!

You mean like "Little House On The Rockies" or "The Two Million Dollar Man" or "Happy Years"!!

You bet your ~~#@!\*~~ We need something that will make a frustrated public ANGRY!

We could bring back "Bridget Loves Bernie"! Not THAT Angry!



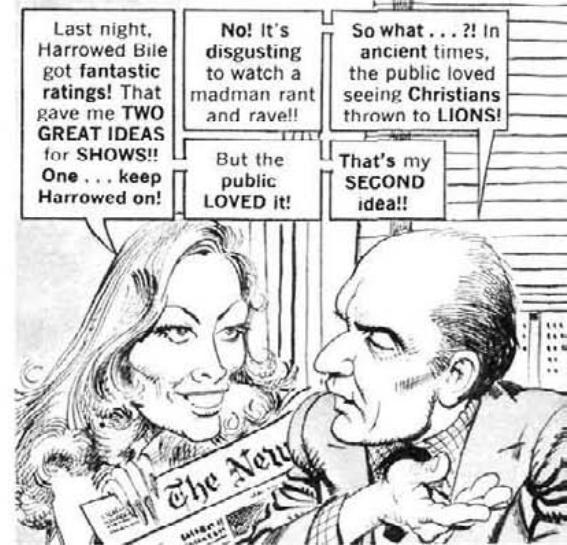
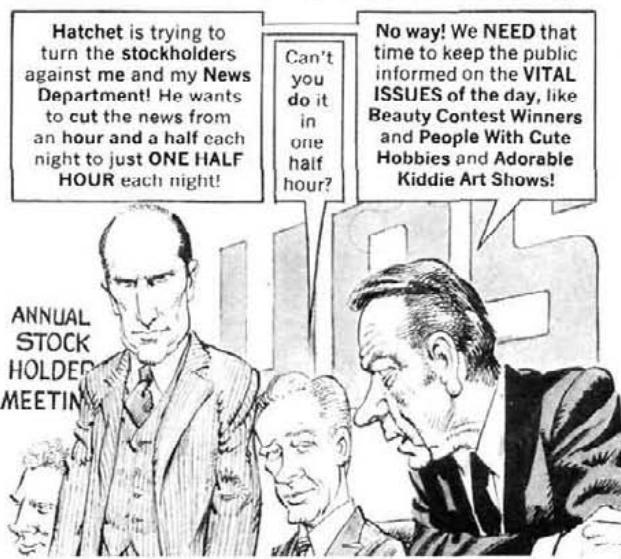
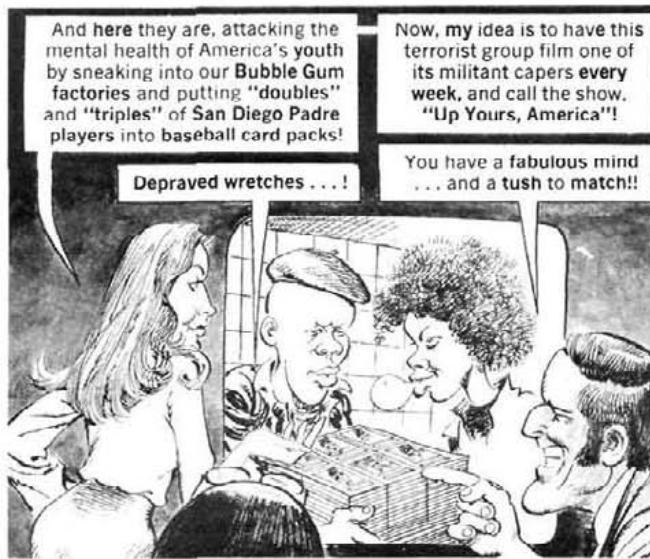
We need something like this! This is a film of a terrorist group dedicated to destroying America by driving everyone insane! They took this of themselves as they actually broke into a Supermarket...

What are they doing in there?

Fixing the wheels of shopping carts so that no one can steer them straight down the aisles!

Diabolical fiends!





Okay, I've changed my mind! You're NOT fired! Here's your toilet key back ...

Ah-hah! So you need allies in your fight against Hatchet!

That's ONE reason!

Your office is starting to smell something awful!!!

What's the other?

I'd like to program the Harrowed Bile Show! What do you say?

Hmmmm! You interest me!

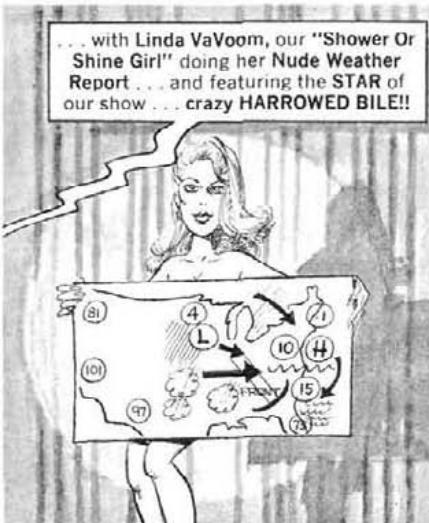
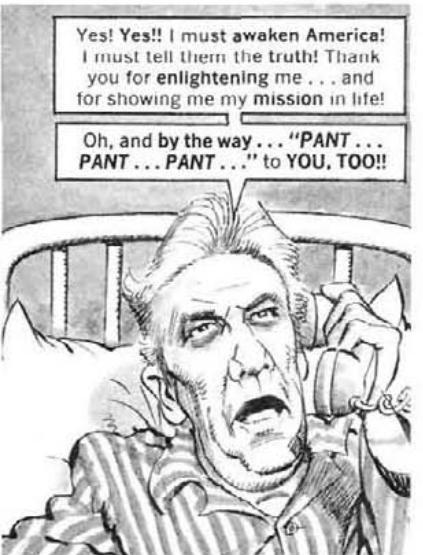
Listen, I feel we could work REAL HARD together!

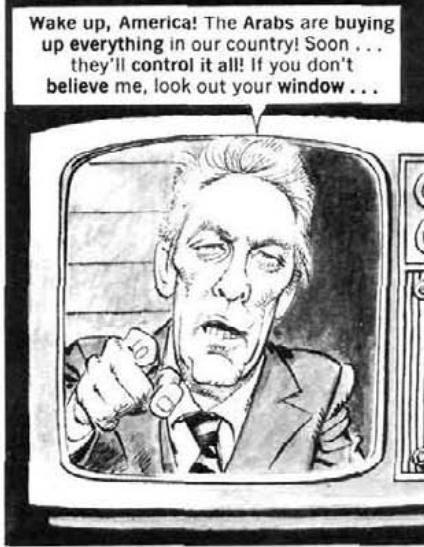
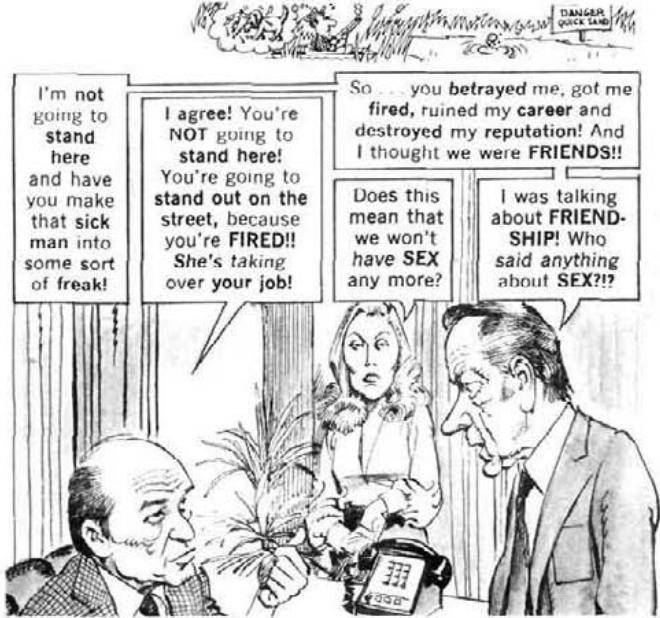
I was thinking about having a torried love affair with you!

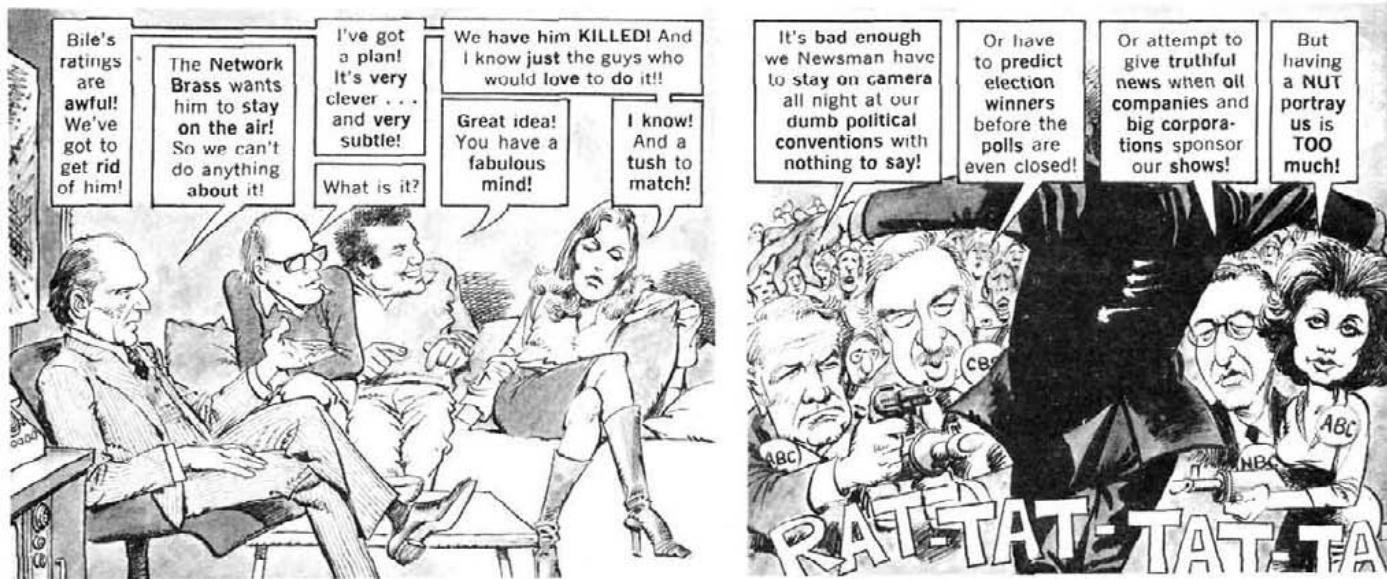
So was I! But at your age, it would be real hard work!

Before we start, I'd like to know how you feel about sex and violence!

I ADORE it on TV ... and even MORE in my APARTMENT!







# WHAT'S THE MOST POPULAR TALK SHOW ON THE AIR TODAY?

## HERE WE GO WITH ANOTHER RIDICULOUS **MAD FOLD-IN**

More than any other thing, people are interested in people. That's why "Talk Shows" have always been so popular. But lately, a certain type of "Talk Show" has become more popular than all the others. To find out what it is, fold in the page.



FOLD PAGE OVER LIKE THIS!

A ►

FOLD THIS SECTION OVER LEFT

◀ B FOLD BACK SO "A" MEETS "B"



THE FAMILIAR TALK SHOW OF TODAY INVITES EX-  
CITING GUESTS, RANGING FROM ASTRONAUTS ON UP TO ZEN  
BUDDHISTS. THIS NEW, DIFFERENT, FREE-WHEELING AND  
RADICAL APPROACH SEEMS TO IGNORE EVERY OLD TABOO

A ►

◀ B

# ONE NIGHT IN THE BIG CITY

